

SEO Cheat Sheet v.0.4

	Element	Example	Note	
LINKS	Hyperlink	<code>Keyword in text</code>	< 10 words	
	Image	<code></code>	< 10 words	
HTML	URL	<code>http://www.example.com/keywords.in.url.html</code> <code>http://keyword.example.com/index.html</code> <code>http://www.example.com/category/keyword.in.url.html</code> <code>http://www.example.com/category/sub/sub/keyword.in.url.html</code> <code>http://www.example.com/index.html?article=keyword</code> <code>http://www.example.com/index.html?cat=category&article=keyword</code> <code>http://www.example.com/index.html?cat=43&sub=2&article=12&lang=en</code>	< 96 characters < 4 depth < 4 domain levels End your URLs in a <i>.html</i>	
	Title	<code><title>Keyword in Title</title></code> <code><title>Keyword in Title > Category</title></code> <code><title>Keyword in Title > Category Site Title</title></code> <code><title>Site Title > Category > Keyword in Title</title></code> <code><title>Site Title</title></code>	< 70 characters - including spaces < 10 words	
	Meta		<code><meta name="keywords" content="keyword1, keyword2, keyword3" /></code>	< 255 characters < 20 words
			<code><meta name="description" content="All text about keywords, red keywords, green keywords, blue keywords" /></code>	< 160 characters
			Use different keywords and description on each page	
HTML	Content should be placed above menu and other stuff Write page w/out JavaScript and CSS in HTML source – use external files XHTML or HTML should be valid	< 160 kilobytes < 100 unique links per page		
Source	http://validator.w3.org/	HTML Validator		
CONTENT	Heading	<code><h1>Most Important Keyword</h1></code> <code><h2>Second Most Important Keyword</h2></code> <code><h3>Third Most Important Keyword </h3></code> <code><h4>...<h6></code> - for minor keywords	<code><h1></code> can equal to page title < 96 characters	
	Extract text	<code>Keyword</code> <code>Keyword</code> <code><i>Keyword</i></code> <code>Keyword</code> <code>Keyword</code> <code>Keyword</code>	Use native HTML, not CSS	
	Syndication	Generate RSS for your dynamic content like "News", "Announce", etc.		
	Attention	Don't generate content with the help Flash*, AJAX or JavaScript Don't show the same content with different URLs and titles		
SITEMAP	File Syntax	<code><?xml version="1.0" encoding="UTF-8"?></code> <code><urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"></code> <code><url></code> <code><loc>http://www.example.com/</loc></code> <code><lastmod>2008-06-18T06:04:00+00:00</lastmod></code> <code><changefreq>daily</changefreq></code> <code><priority>1.0</priority></code> <code></url></code> <code></urlset></code>	< 50000 URL < 10 Mb XML must be valid Sitemap for example.com can't contain links to sub domain (host.example.com)	
	Index File	<code><?xml version="1.0" encoding="UTF-8"?></code> <code><sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"></code> <code><sitemap></code> <code><loc>http://www.example.com/sitemap1.xml.gz</loc></code> <code><lastmod>2008-06-18T06:04:00+00:00</lastmod></code> <code></sitemap></code> <code><sitemap></code> <code><loc>http://www.example.com/sitemap2.xml.gz</loc></code> <code><lastmod>2008-06-20T06:04:00+00:00</lastmod></code> <code></sitemap></code> <code></sitemapindex></code>	< 1000 files For two and more sitemap files	

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	Location	http://www.example.com/sitemap.xml http://www.example.com/sitemap.xml.gz http://www.example.com/sitemap.gz	Default Location									
	Source	http://www.xml-sitemaps.com/ http://www.sitemaps.org/protocol.php	Generator Specification									
ROBOTS	Meta tag	<meta name="Robot Name" content="Arguments" /> Arguments <table border="1"> <tr> <td>noindex</td> <td>Google, Yahoo, Live, Ask, Yandex</td> <td>Page Not Indexed</td> </tr> <tr> <td>nofollow</td> <td>Google, Yahoo, Live, Ask</td> <td>All Links on Page Become No Followed</td> </tr> <tr> <td>noarchive</td> <td>Google, Yahoo, Live, Ask</td> <td>Page Not Cached</td> </tr> </table>	noindex	Google, Yahoo, Live, Ask, Yandex	Page Not Indexed	nofollow	Google, Yahoo, Live, Ask	All Links on Page Become No Followed	noarchive	Google, Yahoo, Live, Ask	Page Not Cached	Use "robots" for all robots
	noindex	Google, Yahoo, Live, Ask, Yandex	Page Not Indexed									
	nofollow	Google, Yahoo, Live, Ask	All Links on Page Become No Followed									
	noarchive	Google, Yahoo, Live, Ask	Page Not Cached									
	Robots.txt	User-agent: * Disallow: /private/ Disallow: /private.html User-agent: Googlebot/2.1 Sitemap: http://www.example.com/sitemap.xml										
Source	http://www.robotstxt.org/robotstxt.html http://www.robotstxt.org/meta.html http://www.user-agents.org/	Specification for robots.txt Specification for meta List of User-Agents										
REDIRECT	Apache	Write to a file called ".htaccess" Hidden files must be viewable in operating system or FTP Redirect 301 / http://www.example.com/ RewriteEngine on RewriteCond %{HTTP_HOST} ^example.com [NC] RewriteRule ^/(.*)\$ http://www.example.com/\$1 [L,R=301]	Redirect to a new domain Redirect from http://example.com to http://www.example.com <i>Required mod_rewrite</i>									
	PHP	<?php header("HTTP/1.1 301 Moved Permanently"); header("Location: http://www.example.com/ "); exit(); ?>	Permanent redirect									
	Perl	#!/usr/bin/perl -w use strict; print "Status: 301 Moved Permanently\n"; print "Location: http://www.example.com/page.htm \n\n"; exit;										
	Ruby on Rails	headers["Status"] = "301 Moved Permanently" redirect_to " http://www.example.com/ "										
	Source	http://httpd.apache.org/docs/2.2/mod/mod_rewrite.html	mod_rewrite manual									
	CATALOGS	Source	http://www.dmoz.org/add.html http://www.google.com/addurl/?continue=/addurl http://submit.search.yahoo.com/free/request http://search.msn.com/docs/submit.aspx http://webmaster.yandex.ru/	DMOZ Google Yahoo Live Yandex (russian)								
BOOKMARKS		Source	http://www.google.com/webmasters/ http://webmaster.yandex.ru/ http://analyser.hohli.com/url http://www.livepr.info/ http://www.sape.ru/	Google Webmaster Tools Yandex Webmaster Tools SEO URL Analyser Check Google PageRank Link Exchange (russian)								
		©	Thanks	http://mihaigheza.files.wordpress.com/2007/08/seo_cheat_sheet.pdf http://www.seomoz.org/user_files/SEO_Web_Developer_Cheat_Sheet.pdf	Primary source							

Links

- **Buy Elephant**
- **Buy Best Elephant**
- **Buy Red Elephant**
- **Buy Green Elephant**
- **Buy Blue Elephant**

HTML

- URL : http://www.domain.com/buy-elephant.html
- TITLE : Buy Elephant
- KEYWORDS: Elephant, Elephant Price, Elephant Review, Red Elephant, Green Elephant, Blue Elephant
- DESCRIPTION: Buy Elephant in The Elephant Shop, big choice of elephants, Category: Shop, Price: \$100

Content

- <h1>Buy Elephant</h1>
- Buy our elephants in our shop.
- <h2>Elephant shop</h2>
- Elephant price: \$100
- <h3>Elephant review</h3>
- Is The Best Of The West.

- Red Elephant** - is red - like sunset
- Green Elephant** - is nice green, green like grass
- Blue Elephant** - is blue, blue like sky