SEO Cheat Sheet and Checklist

Structured Data 📋

Schemas for structured data encoding on web pages.

JSON
Add script in the <head>

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@graph":[
  {"@type": "WebSite",
    "name": "Text Fancy",
    "url": "https://textfancy.com/",
    "description":"Free online Fancy Text generator"},
  {"@type":"ImageObject",
    "@id":"https://textfancy.com/img/og.jpg",
    "url":"https://textfancy.com/img/og.jpg",
    "width":700,
    "height":346,
    "caption":"Fancy Text generator online"}
  ]}
]}
</script>
```

Microdata
```
<body itemscope="" itemtype="http://schema.org/WebPage">
<h1 itemprop="name">Fancy Text Generator</h1>
<p itemprop="description">Free online fancy text generators, conve
<div itemprop="publisher" itemscope="" itemtype="http://schema.org
<h4 class="footer">About <span itemprop="name">Unicode Characters<
</div>
<a itemprop="license"
rel="license" href="http://creativecommons.org/licenses/by-nc-sa/3
src="/images/cc_logo.png" alt="Creative Commons logo" /></a>
</body>
```

Types
Action	CreativeWork	Event
Intangible	MedicalEntity	Organization
Person	Place	Product	WebPage

Links 🔗
- Schema.org
- Google structured data tester
- Markup generator

.htaccess 📋

RewriteEngine On
```
RewriteBase /
RewriteCond %{HTTP_HOST} ^www\.(.*)$ [NC]
RewriteRule ^(.*)$ https://%1/$1 [R=301,L]

ErrorDocument 404 /404.html
```

Redirect
```
Redirect 301 /wp-login.php http://404.com/
Redirect 301 /xmlrpc.php http://404.com/
Redirect 301 /api.php http://404.com/
Redirect 301 /lequ.php http://404.com/
Redirect 301 /action.php http://404.com/
Redirect 301 /log_in.php http://404.com/
```

Error pages
```
ErrorDocument 401 /unauthorized.html
ErrorDocument 403 "Forbidden Error"
ErrorDocument 404 /page-not-found.html
ErrorDocument 500 http://www.example.com/server-error
```

Permanent Redirect
```
Redirect 301 /api.php http://404.com/
```

Force WWW
```
RewriteEngine on
RewriteCond %{HTTP_HOST} ^example\.com [NC]
RewriteRule ^(.*)$ https://www.example.com/$1 [L,R=301,NC]
```

Force Non-WWW
```
RewriteEngine on
RewriteCond %{HTTP_HOST} ^www\.example\.com [NC]
RewriteRule ^(.*)$ https://example.com/$1 [L,R=301]
```

Force https
```
RewriteEngine On
RewriteCond %{HTTPS} !=on
RewriteRule ^(.*)$ https://%{HTTP_HOST}%{REQUEST_URI} [L,R=301,NE]
```

Force https With JavaScript
```
var loc = window.location.href+'';
if (loc.indexOf('http://')==0){
  window.location.href = loc.replace('http://','https://');
}
```

Disable Directory Browsing
```
Options -Indexes
Enable:
Options +Indexes
```

Block Hotlinking
```
RewriteEngine on
RewriteCond %{HTTP_REFERER} !^$
RewriteCond %{HTTP_REFERER} !^http://(www\.)?example.com/.*$ [NC]
RewriteRule \.(gif|jpg)$ - [F]
```

Block Access
```
RewriteEngine on
RewriteCond %{HTTP_REFERER} example\.com [NC]
RewriteRule .* - [F]
```

Block IP Address
```
Deny from 123.123.123.123
```

Hosting 🖥

- Set up HTTPS
- Content Delivery Network
- Caching
- Firewall
- Security

- Cloudflare

Basics ❗

Meta tags
Add them in the <head> section.
```
<title>SEO Cheat Sheet</title>
<meta name="description" content="This online SEO cheat sheet list
<meta name="keywords" content="seo,cheat,sheet">
<link rel="canonical" href="https://htmlcheatsheet.com/seo/" />
```

Image
```
<img src="/images/logo.png" alt="cheat sheet" width="36" height="5
```

NoFollow Link
```
<a href="https://htmlcheatsheet.com/" target="_blank" rel="externa
```
Always follow Google Webmaster Guidelines and avoid blackhat SEO techniques!
Make sure your content is unique, shareable, helpful and informative.

Open Graph 🔗

Let Facebook and other social networks understand your page.
Add the og tags in the <head> among other meta tags.

Website
```
<meta property="og:title" content="Text Fancy" />
<meta property="og:type" content="website" />
<meta property="og:url" content="https://textfancy.com/" />
<meta property="og:image" content="https://textfancy.com/img/og.jp
<meta property="og:description" content="Free online fancy text ge
```

Article
```
<meta property="og:type" content="article" />
<meta property="og:title" content="Fancy text converter">
<meta property="og:site_name" content="Text Fancy">
<meta property="og:url" content="https://textfancy.com/font-conver
<meta property="og:image" content="https://textfancy.com/img/og.jp
<meta property="article:published_time" content="2023-01-01">
<meta property="article:author" content="https://www.facebook.com/
OG image size: 1200 × 630px or 1.9:1 ratio
```

Links 🔗
- ogp.me
- Facebook Debugger
- Online generator

Robots.txt 🔗

Decide which pages you wish to block by web crawlers.

Allow Everything Except 1 Dir
```
User-agent: *
Disallow: /wp-admin/
Sitemap: https://htmlcheatsheet.com/sitemap.xml
```

Disallow All
```
User-agent: *
Disallow: /
```

Block Googlebot
```
User-agent: Googlebot
Disallow: /no-index.html
```

User Agents
- Googlebot
- Googlebot-News
- Googlebot-Image
- Googlebot-Mobile
- Mediapartners
- Bingbot
- Baiduspider
- Yandexbot
- facebot
- FacebookExternalHit
- Rogerbot
- Slurp
- DuckDuckBot
- ia_archiver

Arguments
Nofollow, Noindex, Noarchive, NoODP (Do not show Open Directory Project description), or combined (noindex, nofollow)

Noindex Meta Tag
```
<meta name="robots" content="noindex">
```

NoFollow Link
```
<a href="https://htmlcheatsheet.com/" target="_blank" rel="externa
```

- Fetch as Google

Twitter Cards 🔗

```
<meta name="twitter:card" content="summary">
<meta name="twitter:url" content="https://htmlcheatsheet.com/seo/"
<meta name="twitter:title" content="SEO Cheat Sheet">
<meta name="twitter:creator" content="@RuwixCube">
<meta name="twitter:description" content="Short description comes
<meta name="twitter:image" content="https://htmlcheatsheet.com/seo
```

Links 🔗
- About Twitter Cards

Relaunch Checklist ✅

Upgrading, moving to new domain or relaunching a website? Make sure it fulfills everything in the list:

- Check internal linking
- Update XML Sitemap
- Broken link scan
- Remove noindex from robots.txt
- 301 redirect to new URLs
- You might go through the launch checklist ↕.

Online Tools 🔗

Speed ⚡
- Google Speed Insight
- Web Page Test
- Pingdom
- Speed Test
- Image Compressor

Validators ✅
- W3 HTML Validator
- W3 CSS Validator
- AMP Validator
- Facebook Crawler

Compressors ⇕
- HTML
- CSS
- JavaScript
- Image

Linking 🔗
- W3 Checklink
- Dr. Link Check
- Broken Link Check
- Dead Link Checker
- Sitemap Generator
- Ahrefs Backlinks & Keywords
- SimilarWeb

Keywords 🔗
- Keyword Suggestions
- Ubersuggest Keyword Research
- Keyword $hitter
- Sloove - Keyword extractor
- Wondersearch - Related terms

Usability 🔗
- Mobile Friendly
- Technical SEO
- Nibbler
- Website Grader
- Browser Shots
- Website Checker Tools

Google 🔗
- Analytics
- Search Console
- Keyword Planner
- Trends

Downtime 🔗
- Uptime Robot
- Down Notifier with SMS alerts

Webmaster Tools 🔗
- Google
- Bing / Yahoo
- Yandex (Rus)

Languages 🔗

Define for the <html> tag
```
<html lang="en">
```

Alternate Language
The linked pages must link back.
```
<link rel="alternate" hreflang="es" href="https://cube3x3.com/como
<link rel="alternate" hreflang="pt" href="https://cube3x3.com/como
<link rel="alternate" hreflang="fr" href="https://cube3x3.com/comm
```

Site Map
```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xhtml="http://www.w3.org/1999/xhtml">
  <url>
    <loc>https://cube3x3.com/how-to-solve-a-rubiks-cube/</loc>
    <xhtml:link rel="alternate" hreflang="es" href="https://cube3
    <xhtml:link rel="alternate" hreflang="pt" href="https://cube3
  </url>
</urlset>
```

Site Map 🗺

XML file
```
<?xml version="1.0" encoding="UTF-8"?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<sitemap>
  <loc>https://htmlcheatsheet.com/</loc>
  <lastmod>2020-02-01T18:23:17+00:00</lastmod>
</sitemap>
<sitemap>
  <loc>https://htmlcheatsheet.com/css/</loc>
  <lastmod>2020-01-01</lastmod>
</sitemap>
```

Link from .htaccess
Sitemap: https://htmlcheatsheet.com/sitemap.xml

Links 🔗
- Sitemap Generator
- Sitemaps.org
- Submit to Webmaster Tools

Pagination 🔗

Set the prev and next meta attributes for consecutive pages.
The first page contains next only.
```
<link rel="prev" href="https://ruwix.com/amazing-rubiks-cube-facts
<link rel="next" href="https://ruwix.com/amazing-rubiks-cube-facts
```

Wordpress Ⓦ

SEO Plugins
- Yoast SEO
- All in One SEO Pack
- WordPress SEO Plugin
- XML Sitemaps

Set Up Permalinks
Settings / Permalinks: set Post name

Checklist ✅

On-Page SEO
Keyword in URL, title, description, body. Check readability.

Check links
Check both internal and external links. Scan the site for broken links ↕.

SSL (https://)
Set up hosting ↕ SSL certificate to load the site with https:// and redirect with .htaccess ↕.

User-friendly URLs
Short URLs containing the main keywords. For Wordpress see settings ↕.

Redirect www / non-www
Use only www or non-www versions and redirect to one with .htaccess ↕.

Canonical URL
Make sure there's no duplicate content or set up canonical meta tags ↕.

robots.txt
Check your robots.txt ↕ and make sure you allow indexing.

ads.txt
For AdSense:
```
google.com, pub-9728962508602593, DIRECT, f08c47fec0942fa0
```

Site map
Generate a sitemap page listing all links and submit an XML sitemap ↕ to webmaster tools ↕.

Speed up
Check loading speed ↕ and improve where possible.

Optimize media
Compress images ↕ and other media files that slow down page

Compress code
Minimize ↕ your HTML, CSS, JavaScript and other codes where possible.

Validate
Crawl your site ↕ and look for invalid code and usability issues ↕.

Shareability
Add social share buttons, Facebook like.

Social
Enable commenting, rating and other user interactions.

Mobile friendly
Build responsive design and crawl with Google's mobile friendly tes
It's recommended to have AMP pages.

Content delivery network
A CDN, like Cloudflare improves speed, security and offers free SSL.

Uptime monitors
Get an alert when your server ↕ falls down with a free uptime monitor ↕.

Google Analytics
Install a tracking code to analyze traffic.

Search Console
Set up Google Search Console and link it to the Analytics account.

Get links
Share your link on relevant sites and forums. Reverse (copy) your competitor's backlinks (ahrefs (not free) or Ubersuggest). Pursue unlinked mentions.

Rich Snippets 🔗

Common Use
Breadcrumb, Business Information, Contact Data, Email Markup, Events, Media Content, Mobile Apps, People, Rating, Recipes

Breadcrumbs
Home / Emojis / Animals
```
<ol itemscope itemtype="http://schema.org/BreadcrumbList">
  <li itemprop="itemListElement" itemscope itemtype="http://schema
    <a itemprop="item" href="https://textfancy.com/emoji/">
      <span itemprop="name">Emojis</span>
    </a>
    <meta itemprop="position" content="1" />
  </li>
  <li itemprop="itemListElement" itemscope itemtype="http://schema
    <a itemprop="item" href="https://textfancy.com/emoji/animals/">
      <span itemprop="name">Animals</span>
    </a>
    <meta itemprop="position" content="2" />
  </li>
</ol>
```

Rating
★★★★★ Rating: 5.0 - Review by Frici Koma
```
<div itemscope itemtype="http://schema.org/Review">
  <div itemprop="itemReviewed" itemscope itemtype="http://schema.o
    <span itemprop="name">SEO CheatSheet</span>
  </div>
  <span itemprop="reviewRating" itemscope itemtype="http://schema.
    <span itemprop="ratingValue">5</span>
  </span> stars -
  <strong><span itemprop="name">A good read.</span>" </strong>
  <span itemprop="author">Frici Koma</span>
  <span itemprop="reviewBody">I enjoyed reading the SEO CheatSheet
</div>
```

Domain 🔗

Going online starts with registering a good domain.

.com
Use the most recognizable top-level domain. People type this at default.

Contain keyword
Pick a domain name that contains your keyword. Preferably no numbers and dash.

Buy premium domain
Most good domains are taken. Look around on domain marketplaces and auctions (links below)

Useful links 🔗
- Expired domains
- Worth estimator
- Domain value appraisal
- Sedo marketplace
- Flippa marketplace
- Godaddy auctions
- NameCheap auctions
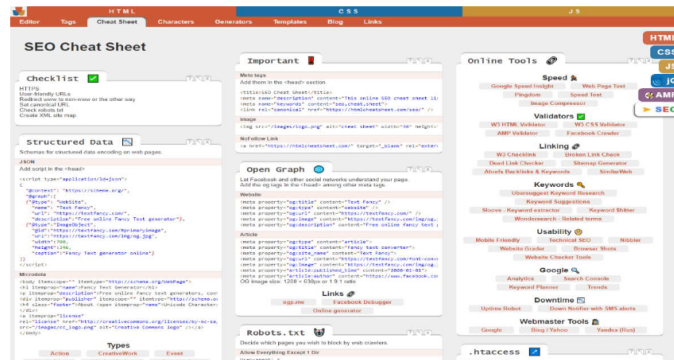- Escrow - safe domain transfer

HTML · CSS · Preview

The SEO Cheat Sheet
This online SEO cheat sheet lists everyting you need to know and do to rank your website as high as possible among the Google search results. It foolows recommendations by Google to build a white hat and spam-free search engine optimisation strategy. There's no need to implement everything in your porject but do as much as you can.

This technical SEO checklist template works great especially for existing websites. It doesn't talk about keyword research, domain registration and the planning before starting a project.

Make sure you save this link to help your next project.