Important SEO HTML tags

Title Tag	`<head>`
	`    <title>Keyword</title>`
	`</head>`

H1,H2,H3	`<h1>Most Important</h1>`
	`<h2>Second Most Important</h2>`
	`<h3>Third Most Important</h3>`

Bold, Strong (Same Worth)	`<b>Keyword</b>` `<strong>Keyword</strong>`
Image (XHTML)	`<img src="keyword.jpg" alt="keyword" />`
Hyperlink	`<a href="http://www.mysite.com/webpage.html" title="keyword">Keyword in Anchor Text</a>`
Hyperlink (No Followed)	`<a href="http://www.mysite.com/webpage.html" title="keyword" rel="nofollow">Keyword in Anchor Text</a>`

Search Engine Indexing Limits

Does not apply to websites with significant authority

Page File Size	No more than 150 kilobytes *(Before Images, CSS and other Attachments)*	
Amount of links	No more than 100 unique links per page	
Title Tag	No more than 70 characters	
Meta Description	No more than 155 characters	
Parameters in URL	No more than 2	Bad Example: http://www.mysite.com/brands.php?object=1&type=2&kind=3&node=5&arg=6
		Good Example: http://www.mysite.com/brands.php?nike
Depth of URL	No more than 4	Bad Example: http://www.mysite.com/people/places/things/noun/danny/car
		Best Practice Good Example: http://www.mysite.com/people/danny/

Recommended Title Tag Syntax

Keyword < Category | Website Title

Common Canonical Homepage Issue

Bad	http://www.mysite.com http://mysite.com http://www.mysite.com/index.html http://mysite.com/index.html
Good	http://www.mysite.com/

To condense the four default homepages into one homepage, use 301 redirects (See table on right) to correct for erroneous incoming links and make all internal links point to your domain using the syntax 'http://www.mysite.com/'. Always include trailing "/" on folders.

301 Redirect for Apache

Write to file called '.htaccess'. The file is named only as an extension.
Hidden files must be viewable in operating system. mod_rewrite must be enabled

Command	Description
Redirect 301 /oldpage.html http://www.newdomain.com/newpage.html	Redirect single file or directory to a new file or directory on a different domain
RewriteEngine on RewriteCond %{HTTP_HOST} ^mysite\.com [NC] RewriteRule (.*) http://www.mysite.com/$1 [L,R=301]	Redirect http://mysite.com to http://www.mysite.com. Affects entire domain.
Entire site: Redirect 301 / http://www.newdomain.com/ Redirect permanent /old http://www.newdomain.com/new	Redirect entire domain to a new domain as either a 301 (recommended) or 302

The Web Developer's SEO Cheat Sheet

Important Search Engine Robots

Last updated April 29th 2008. Check http://www.user-agents.org/ for updates

Google Search	Googlebot/2.1 (http://www.google.com/bot.html)
Google Search	Googlebot/2.1 (http://www.googlebot.com/bot.html)
Google Image Search	Googlebot-Image/1.0
Google Image Search	Googlebot-Image/1.0 (http://www.googlebot.com/bot.html)
MSN Search	msnbot/x.xx (http://search.msn.com/msnbot.htm)
MSN Search	MSNBOT/0.xx (http://search.msn.com/msnbot.htm)
MSN Media Search Robot	msnbot-media/1.0 (+http://search.msn.com/msnbot.htm)
Windows Live Product Search	msnbot-Products/1.0 (+http://search.msn.com/msnbot.htm)
Microsoft Search for Mobiles	MSNBOT_Mobile MSMOBOT Mozilla/2.0 (compatible; MSIE 4.02; Windows CE; Default)
Alexa / The Internet Archive	ia_archiver
Alexa / The Internet Archive	ia_archiver-web.archive.org
Alexa / The Internet Archive	ia_archiver/1.6
Yahoo Blog Search	Yahoo-Blogs/v3.9 (compatible; Mozilla 4.0; MSIE 5.5; http://help.yahoo.com/help/us/ysearch/crawling/crawling-02.html)
Yahoo Multimedia Search	Yahoo-MMAudVid/1.0 (mms dash mmaudvidcrawler dash support at yahoo dash inc dot com)
Yahoo Product Search	YahooSeeker/1.0 (compatible; Mozilla 4.0; MSIE 5.5; http://help.yahoo.com/help/us/shop/merchant/)
Yahoo Product Search	YahooSeeker/1.0 (compatible; Mozilla 4.0; MSIE 5.5; http://search.yahoo.com/yahooseeker.html)
Yahoo Product Search	YahooSeeker/1.1 (compatible; Mozilla 4.0; MSIE 5.5; http://help.yahoo.com/help/us/shop/merchant/)
Ask/Teoma Search	Mozilla/2.0 (compatible; Ask Jeeves)
Ask/Teoma Search	Mozilla/2.0 (compatible; Ask Jeeves/Teoma)
Ask/Teoma Search	Mozilla/2.0 (compatible; Ask Jeeves/Teoma; http://about.ask.com/en/docs/about/webmasters.shtml)

Robots Meta Tag

<meta name="ROBOT NAME" content="ARGUMENTS" />

ROBOT NAME can be either "robots" for all robots or the user-agent of a specific robot. See robot user-agent list to the left.

Arguments

noindex	Google, Yahoo, Live, Ask	Page Not Indexed
nofollow	Google, Yahoo, Live, Ask	All Links on Page Become No Followed
noarchive	Google, Yahoo, Live, Ask	Page Not Cached
noodp	Google, Yahoo, Live	Stops Description and Title Tag Overwrite by DMOZ *(Only for Homepage)*
noydir	Yahoo	Stops Description and Title Tag Overwrite by Yahoo Directory
nosnippet	Google	Stops Google from Generating Description Based on On-page Text

Sitemap Syntax

```
<?xml version="1.0" encoding='UTF-8'?>
<urlset xmlns='http://www.sitemaps.org/schemas/sitemap/0.9'>
  <url>
    <loc>http://www.mysite.com/</loc>
    <lastmod>1987-05-25</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
</urlset>
```

Default Locations Search Engines Look for Sitemaps

http://www.mysite.com/sitemap.xml
http://www.mysite.com/sitemap.xml.gz
http://www.mysite.com/sitemap.gz

Visit http://www.xml-sitemaps.com/ for a free sitemap

Common Robot Traps

- Input Forms
- Session IDs in URL
- Pages Restricted by Cookies
- Frames
- Logins

Robots.txt Syntax

```
User-agent: *
Disallow: /privatefolder/
Disallow: /privatefile.html

User-agent: Googlebot/2.1
Disallow: /nogoogle.html
Sitemap: http://www.mysite.com/sitemap.xml
```