

HTMLCheatSheet.com / SEO Cheat Sheet

Basics

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

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

Usability

Mobile Friendly Technical SEO
Nibbler Website Grader
Browser Shots
Website Checker Tools

Google

Analytics Search Console
Keyword Planner Trends

Downtime

Structured Data

Schemas for structured data encoding on web pages.

JSON

Add script in the <head>

Meta tags

Add them in the <head> section.

```
<title>SEO Cheat Sheet</title>
<meta name="description" content="This online SEO
<meta name="keywords" content="seo,cheat,sheet">
<link rel="canonical" href="https://htmlcheatsheet
```

Image

```

{
  "@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/#primaryimage",
      "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 generator</p>
<div itemprop="publisher" itemscope="" itemtype="http://schema.org/Organization">
<h4 class="footer">About <span itemprop="name">Unicorn</span>
</div>
<a itemprop="license" rel="license" href="http://creativecommons.org/licenses/by/4.0/">
</a>
</body>
```

Types

- Action
- CreativeWork
- Event
- Intangible
- MedicalEntity
- Organization
- Person
- Place
- Product
- WebPage

Links

- [Schema.org](#)
- [Google structured data tester](#)
- [Markup 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

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 tester**. 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 **Open Graph** **backlinks** (**hrefs** (not free)

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.jpg" />
<meta property="og:description" content="Free online Fancy Text generator" />
```

Article

```
<meta property="og:type" content="article">
<meta property="og:title" content="Fancy text generator" />
<meta property="og:site_name" content="Text Fancy" />
<meta property="og:url" content="https://textfancy.com" />
<meta property="og:image" content="https://textfancy.com/img/og.jpg" />
<meta property="article:published_time" content="2018-01-01" />
<meta property="article:author" content="https://textfancy.com" />
OG image size: 1200 x 630px or 1.9:1 ratio
```

Links

- [ogp.me](#)
- [Facebook Debugger](#)
- [Online generator](#)

.htaccess

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

ErrorDocument 404 /404.html

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

- 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"
```

Fetch as Google

Languages

Define for the <html> tag

```
<html lang="en">
```

Alternate Language

The linked pages must link back.

```
<link rel="alternate" hreflang="es" href="https://cub
<link rel="alternate" hreflang="pt" href="https://cub
<link rel="alternate" hreflang="fr" href="https://cub
```

Site Map

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

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/BreadcrumbL
  <li itemprop="itemListElement" itemscope itemtype="
    <a itemprop="item" href="https://textfancy.com/em
      <span itemprop="name">Emojis</span>
    </a>
    <meta itemprop="position" content="1" />
  </li> /
  <li itemprop="itemListElement" itemscope itemtype="
    <a itemprop="item" href="https://textfancy.com/em
      <span itemprop="name">Animals</span>
    </a>
    <meta itemprop="position" content="2" />
  </li>
</ol>
```

Rating

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

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,F
```

Force Non-WWW

```
RewriteEngine on
RewriteCond %{HTTP_HOST} ^www\.example\.com [NC]
RewriteRule ^(.*)$ https://example.com/$1 [L,R=302
```

Force https

```
RewriteEngine On
RewriteCond %{HTTPS} !=on
RewriteRule ^(.*)$ https://%{HTTP_HOST}%{REQUEST_U
```

Force https With JavaScript

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

Disable Directory Browsing

```
Options -Indexes
```

Enable:

```
Options +Indexes
```

Block Hotlinking

```
RewriteEngine on
RewriteCond %{HTTP_REFERER} !^$
RewriteCond %{HTTP_REFERER} !^http://(www\.)?exam
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
```

Site Map

XML file

```
<?xml version="1.0" encoding="UTF-8"?>
<sitemapindex xmlns="http://www.sitemaps.org/scher
<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

★★★★★ Rating: 5.0 - Review by Frici Koma

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

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-rubi
<link rel="next" href="https://ruwix.com/amazing-rubi
```

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](#) .

wordpress

SEO Plugins

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

Set Up Permalinks

Settings / Permalinks: set Post name

[Sitemap Generator](#)

[Sitemaps.org](#)

[Submit to Webmaster Tools](#)

Twitter Cards

```
<meta name="twitter:card" content="summary">
<meta name="twitter:url" content="https://htmlche
<meta name="twitter:title" content="SEO Cheat She
<meta name="twitter:creator" content="@RuwixCube":
<meta name="twitter:description" content="Short d
<meta name="twitter:image" content="https://htmlcl
```

Links

[About Twitter Cards](#)

Domain

Going online starts with registering a good domain.

.com

Use the most recognizable top-level domain. People t 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 domai 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](#)

Hosting

[Set up HTTPS](#)

[Content Delivery Network](#)

[Caching](#)

[Firewall](#)

[Security](#)

[Cloudflare](#)