### The Ultimate Global SEO Cheat Sheet

Google, bing, Yahoo!, Yandex & Baidu – major differences and ranking factors.

**TECHNICAL**

**Domain & URLs**
- **Keyword Domain**: 1 - Most important on the domain.
  - 2 - Most important on the domain.
  - 3 - Most important on the domain.
  - 4 - Most important on the domain.

**Keyword in URL Path**: 1 - Most important in URL path.
- 2 - Most important in URL path.
- 3 - Most important in URL path.
- 4 - Most important in URL path.

**Length of URL**: 1 - Length of URL.
- 2 - Length of URL.
- 3 - Length of URL.
- 4 - Length of URL.

**Title Tag**: 1 - Most relevant in title tag.
- 2 - Most relevant in title tag.
- 3 - Most relevant in title tag.
- 4 - Most relevant in title tag.

**Meta Description**: 1 - Most relevant in meta description.
- 2 - Most relevant in meta description.
- 3 - Most relevant in meta description.
- 4 - Most relevant in meta description.

**Header Tags**: 1 - Most relevant in header tags.
- 2 - Most relevant in header tags.
- 3 - Most relevant in header tags.
- 4 - Most relevant in header tags.

**Structured Data**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Total Amount of Internal Links per Page**: 1 - Number of internal links per page.
- 2 - Number of internal links per page.
- 3 - Number of internal links per page.
- 4 - Number of internal links per page.

**Relevant Terms**: 1 - Use relevant terms.
- 2 - Use relevant terms.
- 3 - Use relevant terms.
- 4 - Use relevant terms.

**Hreflang**: 1 - No action.
- 2 - No action.
- 3 - No action.
- 4 - No action.

**Language in URL**: 1 - Local language.
- 2 - Local language.
- 3 - Local language.
- 4 - Local language.

**NoFollow Links**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Variation of IP Classes and Domains**: 1 - Complexity.
- 2 - Complexity.
- 3 - Complexity.
- 4 - Complexity.

**Bounce Rate**: 1 - Bounce rate.
- 2 - Bounce rate.
- 3 - Bounce rate.
- 4 - Bounce rate.

**Social Signals**: 1 - Social signals.
- 2 - Social signals.
- 3 - Social signals.
- 4 - Social signals.

**Link Exchange**: 1 - Use high-quality links.
- 2 - Use high-quality links.
- 3 - Use high-quality links.
- 4 - Use high-quality links.

**Quality of Referring Page**: 1 - Quality of referring page.
- 2 - Quality of referring page.
- 3 - Quality of referring page.
- 4 - Quality of referring page.

**DOM-Changing Events**: 1 - Avoid JavaScript and/or Flash for video embedding or at least use different file extensions.
- 2 - Avoid JavaScript and/or Flash for video embedding or at least use different file extensions.
- 3 - Avoid JavaScript and/or Flash for video embedding or at least use different file extensions.
- 4 - Avoid JavaScript and/or Flash for video embedding or at least use different file extensions.

**Meta Language Tag**: 1 - Requires meta language tag in header or body of the page.
- 2 - Requires meta language tag in header or body of the page.
- 3 - Requires meta language tag in header or body of the page.
- 4 - Requires meta language tag in header or body of the page.

**Media-Friendliness**: 1 - Video content should be quality and use high-quality encoding.
- 2 - Video content should be quality and use high-quality encoding.
- 3 - Video content should be quality and use high-quality encoding.
- 4 - Video content should be quality and use high-quality encoding.

**CONTENT**

**Title & Meta Tags**
- **Title Tags**: 1 - Use unique, short, descriptive.
- 2 - Use unique, short, descriptive.
- 3 - Use unique, short, descriptive.
- 4 - Use unique, short, descriptive.

**Meta Description**: 1 - Use unique, short, descriptive.
- 2 - Use unique, short, descriptive.
- 3 - Use unique, short, descriptive.
- 4 - Use unique, short, descriptive.

**Meta Keyword Tags**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Body Content**
- **Unique Content**: 1 - Unique content.
- 2 - Unique content.
- 3 - Unique content.
- 4 - Unique content.

**Word Count**: 1 - Enough to be relevant.
- 2 - Enough to be relevant.
- 3 - Enough to be relevant.
- 4 - Enough to be relevant.

**Belief Score**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Keyword Density**: 1 - No intentional increase of keyword density.
- 2 - No intentional increase of keyword density.
- 3 - No intentional increase of keyword density.
- 4 - No intentional increase of keyword density.

**Text Structure and Formatting**: 1 - Use semantic environment.
- 2 - Use semantic environment.
- 3 - Use semantic environment.
- 4 - Use semantic environment.

**In Tags**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Content Formatting in Source Code**: 1 - Use structured data to help crawlers understand the hierarchy.
- 2 - Use structured data to help crawlers understand the hierarchy.
- 3 - Use structured data to help crawlers understand the hierarchy.
- 4 - Use structured data to help crawlers understand the hierarchy.

**Images Integration**: 1 - Anchor is a hint about the content of the linked page.
- 2 - Anchor is a hint about the content of the linked page.
- 3 - Anchor is a hint about the content of the linked page.
- 4 - Anchor is a hint about the content of the linked page.

**Videos Integration**: 1 - Use structured data to help crawlers understand the hierarchy.
- 2 - Use structured data to help crawlers understand the hierarchy.
- 3 - Use structured data to help crawlers understand the hierarchy.
- 4 - Use structured data to help crawlers understand the hierarchy.

**Internal Linking**
- **Maximum Number of Links per Page**: 1 - No limit.
- 2 - No limit.
- 3 - No limit.
- 4 - No limit.

- **Total Amount of Internal Links per Page**: 1 - No limit.
- 2 - No limit.
- 3 - No limit.
- 4 - No limit.

**Anchor Text**: 1 - No repeat of terms.
- 2 - No repeat of terms.
- 3 - No repeat of terms.
- 4 - No repeat of terms.

**Structured Data**
- **Structured Data**: 1 - Use structured data to help crawlers understand the hierarchy.
- 2 - Use structured data to help crawlers understand the hierarchy.
- 3 - Use structured data to help crawlers understand the hierarchy.
- 4 - Use structured data to help crawlers understand the hierarchy.

**OFFSET**

**Keyword Anchor Texts**: 1 - Use anchor texts.
- 2 - Use anchor texts.
- 3 - Use anchor texts.
- 4 - Use anchor texts.

**Account**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Geographical/Origin**: 1 - Local keyword only.
- 2 - Local keyword only.
- 3 - Local keyword only.
- 4 - Local keyword only.

**MetaObject**: 1 - Not available.
- 2 - Not available.
- 3 - Not available.
- 4 - Not available.

**Quality of Referring Page**: 1 - Quality of referring page.
- 2 - Quality of referring page.
- 3 - Quality of referring page.
- 4 - Quality of referring page.

**Link Exchange**: 1 - No active SSL promotion.
- 2 - No active SSL promotion.
- 3 - No active SSL promotion.
- 4 - No active SSL promotion.

**Social Signals**: 1 - No active SSL promotion.
- 2 - No active SSL promotion.
- 3 - No active SSL promotion.
- 4 - No active SSL promotion.

**USER BEHAVIOR**

**CTR**
- **CTR**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Time on Site**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Bounce Rate**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.

**Additional Certifications**: 1 - Not relevant.
- 2 - Not relevant.
- 3 - Not relevant.
- 4 - Not relevant.