



# The ultimate global SEO Cheat Sheet

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

| NO IMPACT » MAJOR IMPACT                |   | 1  |      | 2  |        | 3  |   | 4  |  |
|---|---|--|------|--|--------|--|---|--|--|
|   |   | Google   | Bing | YAHOO!   | Yandex | Baidu 百度   |   |  |  |
| <b>TECHNICAL</b>                        |   |  |      |  |        |  |   |  |  |
| <b>Domains &amp; URLs</b>               |   |  |      |  |        |  |   |  |  |
| Keyword Domain                          | 1 | - Main keyword in the domain<br>- As short as possible   | 2    | - Main keyword in the domain<br>- As short as possible   | 2      | - Main keyword in the domain<br>- As short as possible   | 1 | - Use main pinyin keyword in domain<br>- Easy to remember<br>- As short as possible  |  |
| Keyword in URL Path                     | 3 | - Main keyword as early as possible<br>- One specific keyword  | 3    | - Main keyword as early as possible<br>- One specific keyword  | 3      | - Main keyword as early as possible<br>- One specific keyword  | 1 | - Use main pinyin keyword in URL<br>- Easy to remember<br>- As short as possible   |  |
| Length of URL                           | 2 | - As short as possible<br>- No filling words<br>- No repeat of terms   | 2    | - As short as possible<br>- No filling words<br>- No repeat of terms   | 2      | - As short as possible   | 2 | - As short as possible<br>- URL directory depth as brief as possible   |  |
| HTTPS                                   | 3 | - Complete website secured with SSL<br>- No mix of HTTP and HTTPS  | 2    | - No ranking boost from HTTPS<br>- Complete website secured with SSL   | 1      | - No active SSL promotion<br>- Mostly recommended for authentication   | 2 | - Complete website secured with SSL<br>- HTTPS is easier to be indexed than HTTP   |  |
| <b>Country &amp; Language</b>           |   |  |      |  |        |  |   |  |  |
| Local Top-Level Domain                  | 3 | - ccTLD or gTLD with country and language directories<br>- No regional domains, e.g. domain.eu, domain.asia  | 3    | - ccTLD or gTLD with country and language directories<br>- No regional domains, e.g. domain.eu, domain.asia  | 2      | - Slightly better rankings in Russia with ccTLD .ru  | 2 | - Better ranking with ccTLD (.cn or .com.cn)<br>- But: gTLD .com is the first choice   |  |
| Language in URL                         | 4 | - Local language<br>- Transliteration of Non-Latin characters<br>- Encoding or substitution of special characters  | 3    | - Local language<br>- Transliteration of Non-Latin characters<br>- Encoding or substitution of special characters  | 3      | - Local language<br>- Transliteration of Non-Latin characters  | 2 | - Usage of English or Pinyin is better   |  |
| Hosting                                 | 2 | - Local IPs<br>- Worldwide Content Delivery Network  | 2    | - Local IPs<br>- Worldwide Content Delivery Network  | 1      | - Local IPs<br>- Worldwide Content Delivery Network  | 4 | - Use Local IP   |  |
| Hreflang                                | 4 | - Correct usage of country and language codes in ISO format<br>- Only connect corresponding pages individually<br>- Provide x-default page   | 1    | - Does not recognize this format<br>- Requires a meta language tag in header or body of the page   | 2      | - Correct usage of country and language codes in ISO format<br>- Only connect corresponding pages individually<br>- Provide x-default page   | 1 | - Does not recognize this format<br>- Requires a meta language tag in header or body of the page   |  |
| <b>Crawling &amp; Indexation</b>        |   |  |      |  |        |  |   |  |  |
| Error Pages                             | 3 | - For all non-existing resources<br>- Correct 4xx status code  | 3    | - For all non-existing resources<br>- Correct 4xx status code  | 2      | - Correct 4xx status code  | 3 | - For all non-existing resources<br>- Correct 4xx status code  |  |
| robots.txt                              | 2 | - Active regulation of crawler behaviour<br>- Disallow crawling of search-engine-irrelevant paths<br>- No guarantee for deindexation   | 2    | - Active regulation of crawler behaviour<br>- Disallow crawling of search-engine-irrelevant paths<br>- No guarantee for deindexation<br>- Individual file per domain                   | 3      | - Active regulation of crawler behaviour<br>- Disallow crawling of search-engine-irrelevant paths<br>- No guarantee for deindexation<br>- Main site mirror assignment  | 2 | - Allow and disallow directives have to be absolute and begin with a slash (/)<br>- Individual file per domain   |  |
| Canonical                               | 3 | - Definition of one unique URL version<br>- Only to avoid Duplicate Content  | 3    | - Definition of one unique URL version<br>- Only to avoid Duplicate Content  | 3      | - Definition of one unique URL version<br>- Only to avoid Duplicate Content  | 2 | - Definition of one unique URL version<br>- Only to avoid Duplicate Content  |  |
| Meta & X-Robots                         | 4 | - Crawler regulation on page level<br>- Relevant attributes: Noindex, Nofollow   | 4    | - Crawler regulation on page level<br>- Relevant attributes: Noindex, Nofollow   | 2      | - Not common on Russian sites<br>- Best practise is robots.txt for all indexation directives   | 4 | - Crawler regulation on page level<br>- Relevant attributes: Noindex, Nofollow   |  |
| sitemap.xml                             | 2 | - Gather all search-engine-relevant canonicalized URLs<br>- Placed in the root<br>- Upload to Google Search Console  | 2    | - Gather all search-engine-relevant canonicalized URLs<br>- Placed in the root<br>- Only URL location needed<br>- Upload to Bing Webmaster Console                                     | 2      | - Gather all search-engine-relevant canonicalized URLs<br>- Placed in the root<br>- Upload to Google Search Console  | 2 | - Gather all search-engine-relevant canonicalized URLs<br>- Placed in the root<br>- Upload to Baidu Webmaster Tools  |  |
| <b>Performance</b>                      |   |  |      |  |        |  |   |  |  |
| Loading Time                            | 4 | - Reduce number of requests<br>- Minimize file sizes<br>- Optimize server setup  | 4    | - Reduce number of requests<br>- Minimize file sizes<br>- Optimize server setup  | 3      | - Minimize file sizes<br>- Optimize server setup   | 4 | - Reduce number of requests<br>- Minimize file sizes<br>- Optimize server setup  |  |
| Server downtime                         | 3 | - Avoid server downtime<br>- Use status code 503 for maintenance   | 3    | - Avoid server downtime<br>- Use status code 503 for maintenance   | 3      | - Avoid server downtime<br>- Use status code 503 for maintenance   | 3 | - Avoid server downtime<br>- Use status code 503 for maintenance   |  |
| <b>Mobile</b>                           |   |  |      |  |        |  |   |  |  |
| Mobile-Friendly                         | 4 | - Provide mobile-friendly usability and use app indexing<br>- Consider all user-relevant devices<br>- Responsive design recommended  | 4    | - Provide mobile-friendly usability<br>- Consider all user-relevant devices<br>- Responsive design recommended   | 3      | - Mobile-friendly recommended in general<br>- Mobile doctype for mobile subdomain pages<br>- Crosslink between mobile and desktop version  | 4 | - Use mobile settings in Baidu Webmaster Tools<br>- Use text instead of flash, images, Javascript for important content or links<br>- Independent mobile site recommended  |  |
| <b>CONTENT</b>                          |   |  |      |  |        |  |   |  |  |
| <b>Title &amp; Meta Tags</b>            |   |  |      |  |        |  |   |  |  |
| Title Tags                              | 4 | - Unique, short, descriptive<br>- Main keyword at the beginning; brand at the end<br>- No keyword stuffing   | 4    | - Unique, short, descriptive<br>- Main keyword at the beginning; brand at the end<br>- No keyword stuffing   | 4      | - Unique, short, descriptive<br>- Main keyword at the beginning; brand at the end  | 4 | - Unique, short, descriptive<br>- Keyword should match exactly<br>- Main keyword at the beginning; brand at the end  |  |
| Meta Description                        | 3 | - Unique, short, descriptive, full sentenced<br>- Include main keyword and semantic environment<br>- Call-to-Action  | 3    | - Unique, short, descriptive, full sentenced<br>- Include main keyword and semantic environment<br>- Call-to-Action  | 2      | - Unique, short, descriptive, full sentenced<br>- Include main keyword and semantic environment<br>- Call-to-Action  | 3 | - Unique, short, descriptive, full sentenced<br>- Include main keyword and semantic environment<br>- Less than 80 simplified Chinese Characters  |  |
| Meta Keyword Tags                       | 1 | - Not relevant at all<br>- Usage not recommended   | 1    | - Not relevant at all<br>- Usage not recommended   | 1      | - Not relevant at all<br>- Usage not recommended   | 2 | - Relevant keywords<br>- No keyword stuffing<br>- Add 3-5 keywords per page  |  |
| <b>Body Content</b>                     |   |  |      |  |        |  |   |  |  |
| Unique Content                          | 4 | - Unique; no (near) Duplicate Content<br>- Topic relevant<br>- Local language  | 4    | - Unique; no (near) Duplicate Content<br>- Topic relevant<br>- Local language  | 4      | - Unique; no (near) Duplicate Content<br>- Topic relevant<br>- Local language  | 4 | - Unique, relevant; no (near) Duplicate Content<br>- Local language<br>- Avoid large amount of ad pop-ups  |  |
| Word Count                              | 2 | - Enough to be relevant<br>- No gibberish content to increase word count   | 2    | - Enough to be relevant<br>- No gibberish content to increase word count   | 3      | - Enough to be relevant<br>- No gibberish content to increase word count   | 2 | - Enough to be relevant<br>- No gibberish content to increase word count<br>- Include keywords naturally in each paragraph   |  |
| Relevant Terms                          | 4 | - User focus<br>- Define and include relevant terms in content<br>- Include semantic environment   | 4    | - User focus<br>- Define and include relevant terms in content<br>- Include semantic environment   | 3      | - Define and include relevant terms in content<br>- Include semantic environment   | 2 | - User focus<br>- Define and include relevant terms in content<br>- Include semantic environment   |  |
| Keyword Density                         | 1 | - No intentional increase of keyword density<br>- Natural usage of keywords  | 2    | - Keyword density<br>- Natural usage of keywords   | 2      | - No intentional increase of keyword density<br>- Natural usage of keywords  | 2 | - No intentional increase of keyword density<br>- Natural usage of keywords  |  |
| Text Structure and Formatting           | 2 | - Use HTML elements for structuring and emphasizing<br>- Provide device-optimized structure<br>- User focus  | 2    | - Use HTML elements for structuring and emphasizing<br>- Provide device-optimized structure<br>- User focus  | 2      | - Use HTML elements for structuring and emphasizing<br>- No over-usage<br>- User focus   | 2 | - Use HTML elements for structuring and emphasizing<br>- Provide device-optimized structure<br>- User focus  |  |
| H-Tags                                  | 3 | - Only for structuring and subdividing of main content<br>- Follow h-tag hierarchy<br>- One h1 per page including main keyword   | 2    | - Only for structuring and subdividing of main content<br>- Follow h-tag hierarchy<br>- One h1 per page including main keyword   | 3      | - Only for structuring and subdividing of main content<br>- Follow h-tag hierarchy<br>- One h1 per page including main keyword   | 3 | - Only for structuring and subdividing of main content<br>- Follow h-tag hierarchy<br>- One h1 per page including main keyword   |  |
| Content Positioning in Source Code      | 1 | - Place important content at the beginning<br>- Load content synchron; avoid AJAX requests and other DOM-changing events   | 1    | - Place important content at the beginning<br>- Load content synchron; avoid AJAX requests and other DOM-changing events   | 2      | - Place important content at the beginning of the source code<br>- Load content synchron; avoid AJAX requests and other DOM-changing events  | 1 | - Place important content at the beginning<br>- Load content synchron; avoid AJAX requests and other DOM-changing events   |  |
| Images Integration                      | 3 | - Use content-related images<br>- Include the main keyword within file name<br>- Meaningful and descriptive alt attribute  | 3    | - Use content-related images<br>- Include the main keyword within file name<br>- Meaningful and descriptive alt attribute  | 2      | - Use content-related images<br>- Include the main keyword within file name<br>- Meaningful and descriptive alt attribute  | 3 | - Use content-related images<br>- Include the main keyword within file name<br>- Meaningful and descriptive alt attribute  |  |
| Videos Integration                      | 2 | - Avoid JavaScript and/or Flash for video embedding or at least offer a fallback<br>- Prefer HTML5 embedding techniques in order to support multiple devices                           | 2    | - Avoid JavaScript and/or Flash for video embedding or at least offer a fallback<br>- Prefer HTML5 embedding techniques in order to support multiple devices                           | 1      | - XML Feeds or OpenGraph/ Schema.org/ RSS for additional video info transferring<br>- Use structured data for description  | 2 | - Avoid JavaScript and/or Flash for video embedding or at least offer a fallback<br>- Prefer HTML5 embedding techniques in order to support multiple devices   |  |
| <b>Internal Linking</b>                 |   |  |      |  |        |  |   |  |  |
| Maximum Number of Links per Page        | 2 | - Regulate your flow of link juice intentionally<br>- Remove irrelevant pages from internal linking  | 1    | - Regulate your flow of link juice intentionally<br>- Remove unnecessary/ irrelevant pages from internal linking   | 2      | - Remove unnecessary/ irrelevant pages from internal linking   | 3 | - Regulate your flow of link juice intentionally<br>- Remove irrelevant pages from internal linking  |  |
| Total Amount of Internal Links per Page | 4 | - Relevant pages need to have the highest amount of internal links<br>- Use internal linking as a hint for crawlers about the hierarchy  | 3    | - Relevant pages need to have the highest amount of internal links<br>- Use internal linking as a hint for crawlers about the hierarchy  | 4      | - Use internal linking as a ranking factor<br>- Relevant anchor texts recommended  | 4 | - Relevant pages need to have the highest amount of internal links<br>- Use internal linking as a hint for crawlers about the hierarchy  |  |
| Anchor texts                            | 3 | - Include main keyword of the linked page<br>- Anchor is a hint about the content of the linked page   | 4    | - Include main keyword of the linked page<br>- Anchor is a hint about the content of the linked page   | 3      | - Include main keyword of the linked page<br>- Anchor is a hint about the content of the linked page   | 3 | - Include main keyword of the linked page<br>- Anchor is a hint about the content of the linked page   |  |
| Nofollow                                | 1 | - Controlling of internal link power inheritance and the crawling behavior<br>- Exclude irrelevant pages and focus link on important pages   | 2    | - Controlling of internal link power inheritance and the crawling behavior<br>- Exclude irrelevant pages and focus link on important pages   | 1      | - Nofollow support declared, but does not work correctly   | 1 | - Controlling of internal link power inheritance and the crawling behavior<br>- Exclude irrelevant pages and focus link on important pages   |  |
| <b>Structured Data</b>                  |   |  |      |  |        |  |   |  |  |
| Structured Data                         | 3 | - Use structured data to help crawlers understanding your content<br>- Use schema.org markup to generate rich snippets   | 2    | - Use structured data to help crawlers understanding your content<br>- Use schema.org markup to generate rich snippets   | 2      | - Use structured data to help crawlers understanding your content<br>- Use schema.org markup to generate rich snippets   | 2 | - Use structured data to help crawlers understanding your content<br>- Support Baidu structured data, but submit of application to Baidu needed  |  |
| <b>OFFSITE</b>                          |   |  |      |  |        |  |   |  |  |
| <b>Backlinks</b>                        |   |  |      |  |        |  |   |  |  |
| Keyword Anchor Texts                    | 2 | - Usage of keywords<br>- Vary in anchor text design; use brand combinations and plain URL as anchors   | 3    | - Usage of keywords<br>- Vary in anchor text design; use brand combinations and plain URL as anchors   | 3      | - Usage of keywords<br>- Vary in anchor text design; use brand combinations and plain URL as anchors   | 3 | - Usage of keywords<br>- Vary in anchor text design; use brand combinations and plain URL as anchors   |  |
| Amount                                  | 2 | - Quality over quantity<br>- Variation of IP classes and domains   | 3    | - Quality over quantity<br>- Variation of IP classes and domains   | 3      | - Quality over quantity  | 3 | - Quality over quantity<br>- Variation of IP classes and domains   |  |
| Geographical Origin                     | 3 | - Domestic backlinks to strengthen geo-targeting signals   | 3    | - Domestic backlinks to strengthen geo-targeting signals   | 3      | - Domestic backlinks to strengthen geo-targeting signals   | 3 | - Domestic backlinks to strengthen geo-targeting signals   |  |
| Topic Relevance                         | 4 | - The linking page should provide relevance for the topic of the linked one.   | 3    | - The linking page should provide relevance for the topic of the linked one.   | 3      | - The linking page should provide relevance for the topic of the linked one.   | 4 | - The linking page should provide relevance for the topic of the linked one.   |  |
| Nofollow Links                          | 2 | - Preserve a natural ratio between follow and no-follow links  | 1    | - Not relevant   | 1      | - Not relevant   | 2 | - Preserve a natural ratio between follow and no-follow links  |  |
| Quality of Referring Page               | 4 | - Avoid backlinks from bad neighborhood<br>- Highly trusted linking pages pass more positive signals to linked pages<br>- Disallow links which could be harmful, e.g. from directories | 3    | - Avoid backlinks from bad neighborhood<br>- Highly trusted linking pages pass more positive signals to linked pages<br>- Disallow links which could be harmful, e.g. from directories | 4      | - Avoid backlinks from so called bad neighborhood, e.g. gambling and porn sites<br>- The highly trusted a linking page is the more positive signal it passes to the linked page                                | 4 | - Avoid backlinks from bad neighborhood<br>- Highly trusted linking pages pass more positive signals to linked pages<br>- Links from large websites, government websites, school websites and old domain sites are recommended |  |
| Link Exchange                           | 1 | - Avoid direct link exchange at all<br>- Mark sponsored backlinks and use nofollow attribute   | 3    | - Avoid direct link exchange at all<br>- Mark sponsored backlinks and use nofollow attribute   | 1      | - Avoid direct link exchange at all<br>- Mark sponsored backlinks and use nofollow attribute   | 2 | - Avoid direct link exchange at all<br>- Mark sponsored backlinks and use nofollow attribute   |  |
| <b>Social</b>                           |   |  |      |  |        |  |   |  |  |
| Social Signals                          | 3 | - Positive effect on reach and targeting<br>- Not a direct ranking factor<br>- Correlation, but not causation  | 3    | - Positive effect on reach and targeting<br>- Not a direct ranking factor<br>- Correlation, but not causation  | 2      | - Positive effect on reach and targeting   | 1 | - Not relevant   |  |
| <b>USER BEHAVIOR</b>                    |   |  |      |  |        |  |   |  |  |
| CTR                                     | 4 | - Optimize the click-through rate by adjusting the meta data<br>- Rankings benefit from higher CTRs<br>- A high CTR for brand names is a strong indicator for a brand                  | 3    | - Optimize the click-through rate by adjusting the meta data<br>- Rankings benefit from higher CTRs<br>- A high CTR for brand names is a strong indicator for a brand                  | 3      | - Optimize the click-through rate by adjusting the meta data<br>- The higher the CTR for a specific keyword is the more rankings will profit<br>- A high CTR for brand names is a strong indicator for a brand | 4 | - Optimize the click-through rate by adjusting the meta data<br>- Rankings benefit from higher CTRs<br>- A high CTR for brand names is a strong indicator for a brand  |  |
| Time on Site                            | 2 | - Focus on usability<br>- Add value to the content   | 2    | - Focus on usability<br>- Add value to the content   | 2      | - Focus on usability<br>- Add value to the content   | 2 | - Focus on usability<br>- Add value to the content   |  |
| Bounce Rate                             | 3 | - Monitor the bounce rate<br>- Increase relevancy<br>- Add value to the content  | 2    | - Monitor the bounce rate<br>- Increase relevancy<br>- Add value to the content  | 2      | - Monitor the bounce rate<br>- Increase relevancy<br>- Add value to the content  | 3 | - Monitor the bounce rate<br>- Increase relevancy<br>- Add value to the content  |  |
| Additional Certifications               | 1 | - Not available  | 1    | - Not available  | 1      | - Not available  | 2 | - Baidu plus V certification: Make websites more trustworthy   |  |