

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