

Important HTML Elements

Title Tag <pre><head> <title>Page Title</title> </head></pre>	★ Best Practices <ul style="list-style-type: none"> Less than 512px (50-70 characters) Important keywords near the beginning Each title should be unique
Meta Description Tag <pre><head> <meta name="description" content="This is an example."> </head></pre>	<ul style="list-style-type: none"> Best under 155 characters Each description should be unique Well written descriptions influence click-through rate
Image <pre></pre>	

Hyperlinks

Text Link <pre>Keyword in Anchor Text</pre>	★ Hyperlinking Best Practices <ul style="list-style-type: none"> Preference: HTML links over JavaScript Use "nofollow" for paid links and untrusted content For image links, the alt attribute serves as anchor text
NoFollowed Link <pre>Keyword in Anchor Text</pre>	
Image Link <pre></pre>	

URL Best Practices

Common URL Elements

<https://store.example.com/category/keyword?id=123#top>

1 2 3 4 5 6 7 8

1. Protocol
2. Subdomain
3. Root Domain
4. Top-Level Domain
5. Subfolder/Path
6. Page
7. Parameter
8. Named Anchor

HTTP Status Codes

200	OK/Success
301	Permanent Redirect
302	Temporary Redirect
404	Not Found
410	Gone (permanently removed)
500	Server Error
503	Unavailable (retry later)

More information at <http://mz.cm/HTTP-codes>

Webmaster Tools

Google Webmaster Tools

<https://www.google.com/webmasters/tools/home>

Bing Webmaster Tools

<http://www.bing.com/toolbox/webmaster/>

Yandex Webmaster

<https://webmaster.yandex.com/>

Canonicalization

Common Duplicate Homepage URLs <pre>https://www.example.com</pre> <pre>https://example.com</pre> <pre>https://www.example.com/index.html</pre> <pre>https://example.com/index.html</pre> <pre>https://example.com/index.html&sessid=123</pre>	★ Canonicalized URL Best Practices <ul style="list-style-type: none"> Preferred URL = https://example.com/ Place the following in <head> section to indicate preferred URL: <link href="https://example.com/" rel="canonical" /> <p>More information at http://mz.cm/canonical</p>
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SEO Tips for URLs

- Choose shorter, human-readable URLs with descriptive keywords
- Exclude dynamic parameters when possible (see Canonicalization and Pagination)
- When possible, place content on the same subdomain to preserve authority
- ★ **Recommended:** <https://example.com/blog>
- Less Ideal:** <https://blog.example.com>

Robot Control Syntax

Robots.txt

Location: <https://example.com/robots.txt>

User-agent: googlebot
 Disallow: /example.html
 Sitemap: <https://example.com/sitemap.xml>

More information at <http://www.robotstxt.org/robotstxt.html>

X-Robots

Location: Sent in the HTTP headers

X-Robots-Tag: noindex

More information at <http://noarchive.net/xrobots/>

Meta Robots

Location: In the html <head>

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

More information at <http://www.robotstxt.org/meta.html>

★ Robots Best Practices

- ★ Only Meta Robots and X-Robots remove URLs from search results
- ★ Don't block CSS or JavaScript files with robots.txt

Arguments can be:

Nofollow (do not follow links)
 Noindex (do not index)
 Noarchive (do not archive)
 NoODP (Do not show Open Directory Project description)
 ...Or combined (noindex, nofollow)

If the robots <META> tag is not defined, the default is "INDEX,FOLLOW"

Important User Agents

For robots.txt, robots meta tags, and X-Robots-Tag

Googlebot (can be used as default for most Google crawlers)	Mediapartners-Google (Mobile AdSense) or Mediapartners
Googlebot-News	Googlebot-Mobile
Googlebot-Image	Googlebot-Video
AdsBot-Google	Bingbot
Baiduspider	Yandexbot
FacebookExternalHit	Applebot
Slurp	Twitterbot
* (wildcard for all robots)	Rogerbot

Sitemap Syntax

XML Sitemaps

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://example.com/</loc>
    <lastmod>2015-01-01</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.9</priority>
  </url>
</urlset>
```

Default Locations Can Be:

<https://example.com/sitemap.xml>
<https://example.com/sitemap.xml.gz>
<https://example.com/sitemap.gz>

Sitemap Index File

```
<?xml version="1.0" encoding="UTF-8"?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <sitemap>
    <loc>https://example.com/sitemap1.xml.gz</loc>
    <lastmod>015-01-01T18:23:17+00:00</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://example.com/sitemap2.xml.gz</loc>
    <lastmod>2015-01-01</lastmod>
  </sitemap>
</sitemapindex>
```

Other Common Sitemap Types:

- Mobile
- News
- Image
- Video

Pagination

- Use rel="next" and rel="prev" in the <head> section to indicate the relationship between paginated URLs

First Page - <https://example.com/article>

```
<link rel="next" href="https://example.com/article?pg=2">
```

Second Page - <https://example.com/article?pg=2>

```
<link rel="prev" href="https://example.com/article">
<link rel="next" href="https://example.com/article?pg=3">
```

Final Page - <https://example.com/article?pg=3>

```
<link rel="prev" href="https://example.com/article?pg=2">
```

More information at <http://mz.cm/rel-next>

Important Social Metadata

Sample Meta Tag Template: "Article"

Place this data between the <head> tags of your website

```
<!-- Twitter Card data -->
<meta name="twitter:card" content="summary">
<meta name="twitter:site" content="@publisher_handle">
<meta name="twitter:title" content="[Page Title]">
<meta name="twitter:description" content="[Page description
less than 200 characters]">
<meta name="twitter:creator" content="@author_handle">
<!-- Twitter Summary card images must be at least 120x120px -->
<meta name="twitter:image" content="[https://example.com/image.jpg]">

<!-- Open Graph data -->
<meta property="og:title" content="[Title Here]" />
<meta property="og:type" content="[article]" />
<meta property="og:url" content="[https://example.com/]" />
<meta property="og:image" content="[https://example.com/image.jpg]" />
<meta property="og:description" content="[Description Here]" />
<meta property="og:site_name" content="[Site Name, i.e. Moz]" />
<meta property="fb:app_id" content="[FB_APP_ID]" />
```

★ Social Metadata Best Practices

★ Default to Open Graph

Platforms that support Open Graph protocol include:

- Facebook
- Twitter
- Google+
- LinkedIn
- Pinterest

★ Optimal Image Sizing

- ★ Choose large images over small
- ★ Twitter:
 - Minimum 120 x 120px
 - No larger than 1MB
- ★ Facebook:
 - Minimum 200 x 200px
 - Over 1200 x 630px recommended

More information at <http://mz.cm/social-meta>

Rich Snippets and Structured Data

Enhance search results and help machines to understand your content

Common Vocabularies

- ★ schema.org
- datavocabulary.org
- microformats.org

Popular Formats

- ★ Microdata
- RDFa
- JSON-LD

Breadcrumbs

Widgets > Large Widgets

```
<div id="a" itemscope itemtype="http://data-vocabulary.org/Breadcrumb" itemref="b">
  <a href="https://example.com/widgets" itemprop="url">
    <span itemprop="title">Widgets</span>
  </a>
</div>
<div id="b" itemscope itemtype="http://data-vocabulary.org/Breadcrumb"
itemprop="child">
  <a href="https://example.com/widgets/large" itemprop="url">
    <span itemprop="title">Large Widgets</span>
  </a>
</div>
```

Reviews

★★★★★ Rating: 5.0 - Review by Roger Mozbot

```
<div itemscope itemtype="http://schema.org/Review">
  <div itemprop="itemReviewed" itemscope itemtype="http://schema.org/Book">
    <span itemprop="name">The Art of SEO</span> </div>
  <span itemprop="reviewRating" itemscope itemtype="http://schema.org/Rating">
    <span itemprop="ratingValue">5</span>
  </span> stars -
  <b"><span itemprop="name">A good read.</span></b> </div>
  <span itemprop="author">Roger Mozbot</span>
  <span itemprop="reviewBody">The Art of SEO is a good book.</span>
</div>
```

Common Structured Data Uses

Events

Recipes

Business Information

Media Content

People

Contact Data

Mobile Apps

Email Markup

More information at <http://mz.cm/rich-snippets>

Targeting Multiple Languages

Declare language attribute in the HTML element

```
<html lang="fr">
```

URL Structures for Country & Language Targeting

ccTLDs (Country Level Only)	Subdomains with gTLDs
example.de	de.example.com/
Subdirectories with gTLDs	
example.com/de/	

rel="alternate" hreflang="x"

Annotate alternate language & region versions of content

HTML version in <head>

```
<link rel="alternate" hreflang="x-default" href="https://example.com/" /> (Specifies Default)
<link rel="alternate" hreflang="de" href="https://example.com/de/" /> (Specifies Language)
<link rel="alternate" hreflang="de-ES" href="https://example.com/de-es/" /> (Specifies Language + Region)
```

Sitemap version

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xhtml="http://www.w3.org/1999/xhtml">
  <url>
    <loc>https://example.com/english</loc>
    <xhtml:link rel="alternate" hreflang="de" href="https://example.com/deutsch/" />
    <xhtml:link rel="alternate" hreflang="en" href="https://example.com/english/" />
  </url>
  <url>
    <loc>http://example.com/deutsch/</loc>
    <xhtml:link rel="alternate" hreflang="en" href="https://example.com/english/" />
    <xhtml:link rel="alternate" hreflang="de" href="https://www.example.com/deutsch/" />
  </url>
</urlset>
```

Popular Languages	Popular Regions
zh Chinese	CN China
es Spanish	US United States
en English	IN India
ar Arabic	JP Japan
hi Hindi	BR Brazil

More language codes can be found at http://en.wikipedia.org/wiki/List_of_ISO_639-1_codes

More region codes can be found at http://en.wikipedia.org/wiki/ISO_3166-1_alpha-2

Mobile Web Development

1 Responsive Design

- Place the meta viewport tag in the <head> of the document
- Uses CSS to alter the rendering of the page on the device using media queries

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```
<link rel="stylesheet" media="(min-width: 700px)" href="min-700px.css">
```

```
<style>
  @media (min-width:500px) and (max-width:600px)
  {h1{color:#555}}
</style>
```

2 Dynamic Serving via Vary HTTP Header

- Serves different HTML and CSS on the same URL, varied by user agent

```
HTTP/1.1 200 OK
Content-Type: text/html
Vary: User-Agent
Content-Length: 3495
```

(...rest of HTTP response headers...)

3 Separate URLs

- Identify mobile and desktop versions using rel="alternate" and rel="canonical"

Desktop page: <http://example.com/>

```
<link rel="alternate" media="only screen and (max-width: 640px)" href="https://m.example.com/">
```

Mobile page: <http://m.example.com/>

```
<link rel="canonical" href="https://example.com/">
```