

# SEO Cheat Sheet

Important SEO Tags	
<b>Head Tags</b>	<b>&lt;head&gt;</b>
Title Tag	<title>Keyword</title>
Description Tag	<meta name="description" content="Description with Keywords" />
Keyword Tag	<meta name="keywords" content="Keyword1, Keyword2, Keyword3" /> </head>
<b>Body Tags</b>	<b>&lt;body&gt;</b>
Heading Tags	<H1>Most Important Keywords</H1> <H2>Second Most Important Keywords</H2> <H3>Third Most Important Keywords</H3>
Bold/Strong	<p>Body text -- Bold your <strong>Keywords</strong></p>
Image Alt Tags	<p> </p>
Hyperlink	<p><a href="http://www.mysite.com/keyword.html" title="keyword">Keyword in Anchor Text</a></p>
Hyperlink (No Follow)	<p><a href="http://www.mysite.com/webpage.html" title="keyword" rel="nofollow">No Follow Link</a> </p>
	</body>

## Search Engine Indexing Limits

**Page File Size:** No more than 150 kilobytes (*Before Images, CSS and other Attachments*)

**Amount of links:** No more than 100 unique links per page

**Title Tag:** No more than 70 characters

**Meta Description:** No more than 155 characters

**Parameters in URL:** No more than 2

Bad Example: <http://www.mysite.com/brands.php?object=1&type=2&kind=3&node=5&arg=6>

Good Example: <http://www.mysite.com/brands.php?nike>

**Depth of URL:** No more than 4

Bad Example: <http://www.mysite.com/people/places/things/noun/daniel/house>

Good Example: <http://www.mysite.com/people/daniel/>