

AntiConsultant SEO Cheatsheet

Keywords

Filename
Title
Meta keywords
H1, H2
First 180 words
Density

HTML file structure

First 180 words
Full text
External pages linking to site or page

Head structure

Doctype
Title
Meta tags
Included scripts and CSS

Server-related

IP-funnel
robots.txt

Internal linking

Home
Landing pages
Content silos
Crossover linking
Sharing internal rank
Link name strategy
Sitemaps

External linking

Link text
Rank of linking site/page
Directories
Link name policy

Expertness

Worthiness
Discretion
Internal votes
Quality of content
Domain recognition
Individuals associated
Flesch reading level
FOG reading grade level

Search engine submissions

Privacy policy
Terms of use
Network neighborhood
Directories (Yahoo!, DMOZ, etc.)
Search engines index

Monitor

Alexa toolbar
Google toolbar
SEToolset toolbar, seotoolset.com (free)
linkmaps.com
siteexplorer.search.yahoo.com