

On-The-Page Factors		
These elements are in the direct control of the publisher		
Content		
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Architecture		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Am	MOBILE	Does your site work well for mobile devices?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?
HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

On-The-Page SEO

Content	Architecture	HTML
<div>Cq⁺³</div> <div>Quality</div>	<div>Ac⁺³</div> <div>Crawl</div>	<div>Ht⁺³</div> <div>Titles</div>
<div>Cr⁺³</div> <div>Research</div>	<div>Am⁺³</div> <div>Mobile</div>	<div>Hd⁺²</div> <div>Description</div>
<div>Cw⁺²</div> <div>Words</div>	<div>Ad⁺²</div> <div>Duplicate</div>	<div>Hs⁺²</div> <div>Structure</div>
<div>Cf⁺²</div> <div>Fresh</div>	<div>As⁺²</div> <div>Speed</div>	<div>Hh⁺¹</div> <div>Headers</div>
<div>Cv⁺²</div> <div>Vertical</div>	<div>Au⁺¹</div> <div>URLs</div>	<div>Vs⁻²</div> <div>Stuffing</div>
<div>Ca⁺²</div> <div>Answers</div>	<div>Ah⁺¹</div> <div>HTTPS</div>	<div>Vh⁻¹</div> <div>Hidden</div>
<div>Vt⁻²</div> <div>Thin</div>	<div>Vc⁻³</div> <div>Cloaking</div>	

Off-The-Page SEO

Trust	Links	Personal	Social
<div>Ta⁺³</div> <div>Authority</div>	<div>Lq⁺³</div> <div>Quality</div>	<div>Pc⁺³</div> <div>Country</div>	<div>Sr⁺²</div> <div>Reputation</div>
<div>Te⁺²</div> <div>Engage</div>	<div>Lt⁺²</div> <div>Text</div>	<div>Pl⁺³</div> <div>Locality</div>	<div>Ss⁺¹</div> <div>Shares</div>
<div>Th⁺¹</div> <div>History</div>	<div>Ln⁺¹</div> <div>Numbers</div>	<div>Ph⁺²</div> <div>History</div>	
<div>Vd⁻¹</div> <div>Piracy</div>	<div>Vp⁻³</div> <div>Paid</div>		
<div>Va⁻¹</div> <div>Ads</div>	<div>Vi⁻³</div> <div>Spam</div>		

Factors Work Together

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative “violation” factors shown in red harm your chances.



Off-The-Page Factors		
Elements influenced by readers, visitors & other publishers		
Trust		
Ta	AUTHORITY	Do links, shares & other factors make pages trusted authorities?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?
Links		
Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created links by spamming blogs, forums or other places?
Personal		
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site?
Social		
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

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The Running Route SEO Analysis
On the Page Analysis:

Content:
Cq - The pages are well written with little content but is informative.
Cr - No, but it is a common subject.
Cw - Yes, it is a generic running website which would pop up for many searches.
Cf - Yes, it is a topic that wouldn't go out of date.
Cv - Yes there are images that relate to the websites topic.
Ca - Content would be if it were published.
Vt - The content is thin but informative.

Architecture:
Ac - No, it isn't a publicized website nor does it have ads.
Am - No, it hasn't been tested.
Ad - Yes.
As - Fairly quickly with the known resources.
Au - Yes.
Ah - No, not informed enough in the matter.
Vc - No

HTML:
Ht - Yes, the title refers to the goal of the website.
Hd - Yes, it mentions a fair amount of the websites goal.
Hs - No.
Hh - Yes.
Vs - No.
Vh - The design is well laid out and easy for the user to follow.

Off the Page Analysis:

Trust:
Ta - If it were publicized, it could be trusted.
Te - Unknown. Hopefully yes.
Th - No, it is new.
Vd - No.
Va - It can be if it were publicized.

Links:
Lq - It is capable.
Lt - Yes, since it is a generic topic.
Ln - No.
Vp - No.
VI - No.

Personal:
Pc - Located only in Victoria, B.C.
PI - They must be located in Victoria, B.C.
Ph - Hopefully.

Social:
Sr - It could.
Ss - No.