

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	Trust	Links	Personal	Social
Cq Quality	Ac Crawl	Ht Titles	Ta Authority	Lq Quality	Pc Country	Sr Reputation
Cr Research	Am Mobile	Hd Description	Te Engage	Lt Text	Pl Locality	Ss Shares
Cw Words	Ad Duplicate	Hs Structure	Th History	Ln Numbers	Ph History	
Cf Fresh	As Speed	Hh Headers	Vd Piracy	Vp Paid		
Cv Vertical	Au URLs	Vs Stuffing	Va Ads	VI Spam		
Ca Answers	Ah HTTPS	Vh Hidden				
Vt Thin	Vc Cloaking					

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?

WRITTEN BY: **Search Engine Land**

CREATED BY: **COLUMN FIVE**

LEARN MORE: <http://selnd.com/seatable>

© 2017 Third Door Media



SMX®

SEARCH
MARKETING
EXPO

OBSSESSED WITH SEO & SEM



Complement your knowledge of the Periodic Table of SEO Factors by attending Search Engine Land's SMX! Join us for the world's largest search engine marketing conference and expo! Attend SMX for a deep dive into SEO and SEM tactics that tackle the search marketing challenges you're confronting and inspire you with new ideas.

Register today and save \$100 off an SMX All Access and Workshop passes with promo code smxseotable100.

Promo code cannot be applied to registered SMX attendees or combined with any other discounts.

**ENJOY
\$100 OFF
with promo code
smxseotable100**



Program by

Search Engine Land

searchmarketingexpo.com

Tweet about the event with the hashtag #SMX

Produced by

**THIRD DOOR
MEDIA**