

# THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems likes alchemy to the uninitiated. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING 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?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines and subheads use header tags with relevant keywords?
ARCHITECTURE		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaning-ful keywords to page topics?

## ON THE PAGE SEO

### CONTENT

Cq<sup>+3</sup>

Quality

### HTML

Ht<sup>+3</sup>

Titles

### ARCHITECTURE

Ac<sup>+3</sup>

Crawl

### LINKS

Lq<sup>+3</sup>

Quality

### SOCIAL

Sr<sup>+2</sup>

Reputation

### TRUST

Ta<sup>+3</sup>

Authority

### PERSONAL

Pc<sup>+3</sup>

Country

Cr<sup>+3</sup>

Research

Hd<sup>+2</sup>

Description

As<sup>+1</sup>

Speed

Lt<sup>+3</sup>

Text

Ss<sup>+1</sup>

Shares

Th<sup>+1</sup>

History

Pl<sup>+3</sup>

Locality

Cw<sup>+2</sup>

Words

Hh<sup>+1</sup>

Headers

Au<sup>+1</sup>

URLs

Ln<sup>+1</sup>

Numbers

Ph<sup>+2</sup>

History

Ce<sup>+2</sup>

Engage

Ps<sup>+1</sup>

Social

Cf<sup>+2</sup>

Fresh

## FACTORS WORK TOGETHER

Some factors influence more than others, which we've weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violation" and "Blocking" factors harm your chances.

## VIOLATIONS

Vt<sup>-2</sup>

Thin

Vs<sup>-1</sup>

Stuffing

Vc<sup>-3</sup>

Cloaking

Vp<sup>-3</sup>

Paid Links

Vh<sup>-1</sup>

Hidden

Vi<sup>-1</sup>

Link Spam

## BLOCKING

Bt<sup>-1</sup>

Blocking

Bp<sup>-3</sup>

Blocking

## OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

### 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?

### SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

### TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?

### PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Does someone regularly visit the site? Or "liked" it?
Ps	SOCIAL	What do your friends think of the site?

## BLOCKING

If searchers "block" site, hurts both trust & personalization.

Bt	BLOCKING	Have many people blocked your site from search results?
Bp	BLOCKING	Has someone blocked your site from their search results?

## VIOLATIONS

Spam techniques may cause ranking penalty or ban.

Vt	THIN	Is content "thin" or "shallow" & lacking substance?
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?
Vc	CLOAKING	Do you show search engines different pages than humans?

Vp	PAID LINKS	Have you purchased links in hopes of better rankings?
Vi	LINK SPAM	Have you created many links by spam-ming blogs, forums or other places?