# 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.

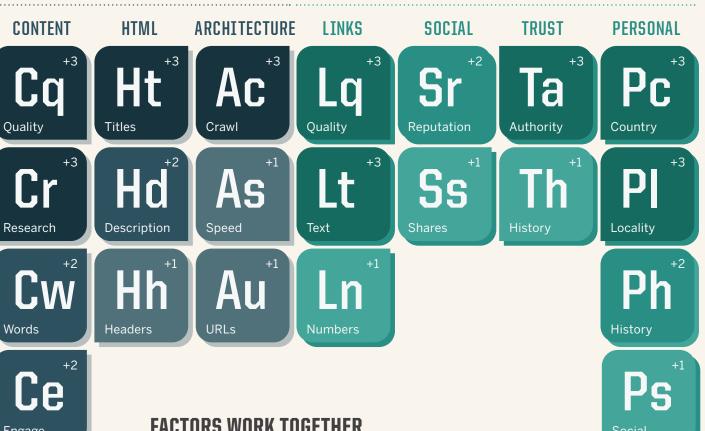
## ON THE PAGE SEO RANKING FACTORS

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	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?		
ARCHI	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

#### **OFF THE PAGE SEO**



## **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**



#### **BLOCKING**



If searchers "block" site, hurts both trust & personalization.		
Bt	BLOCKING	Have many people blocked your site from search results?
Вр	BLOCKING	Has someone blocked your site from their search results?

OFF THE PAGE SEO RANKING FACTORS

LINKS

Lq

Lt

Ln

Ss

Ta

Ps

RINCKING

TRUST

PERSONAL

SOCIAL

**QUALITY** 

**NUMBER** 

**REPUTATION** 

**SHARES** 

**AUTHORITY** 

**HISTORY** 

**COUNTRY** 

**LOCALITY** 

**HISTORY** 

SOCIAL

**TEXT** 

Elements influenced by readers, visitors & other publishers.

respected web sites?

web pages?

social networks?

Are links from trusted, quality or

you hope they'll be found for?

Do many links point at your

Do those respected on social

networks share your content?

Do many share your content on

Do links, shares & other factors

Has site or its domain been around a

long time, operating in same way?

make site a trusted authority?

What country is someone

What city or local area is

Does someone regularly visit

What do your friends think of

someone located in?

the site? Or "liked" it?

located in?

the site?

Do links pointing at pages use words

#### **VIOLATIONS** Is content "thin" or "shallow" & Vt THIN lacking substance? Spam techniques may cause ranking penalty or ban. Do you excessively use words you Vs **STUFFING** 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 spamming blogs, forums or other places?