SEO

2017

The Periodic Table Of SEO Success Factors

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq +3 Quality	**Ht** +3 Titles	**Ac** +3 Crawl	**Lq** +3 Quality	**Ta** +3 Authority	**Sr** +2 Reputation	**Pc** +3 Country
Cr +3 Research	**Hd** +2 Description	**Ad** +2 Duplicate	**Lt** +2 Text	**Th** +1 History	**Ss** +1 Shares	**Pl** +3 Locality
Cw +2 Words	**Hh** +1 Headers	**As** +1 Speed	**Ln** +1 Numbers	**Ti** +1 Identity		**Ph** +3 History
Ce +2 Engage	**Hs** +1 Structure	**Au** +1 URLs	**Vp** -3 Paid	**Vd** -1 Piracy		**Ps** +2 Social
Cf +2 Fresh	**Vs** -1 Stuffing	**Am** +1 Mobile	**Vl** -2 Spam			
Vt -2 Thin	**Vh** -1 Hidden	**Vc** -3 Cloaking				
Va -1 Ads						

SEO Factors Work In Combination
All factors are important
+3 > +2 > +1 > -1 > -2 > -3

Quality

(unique, useful; remarkable text, images & multimedia)

Keyword research

(user queries, query volume and match;

Use of keywords

(some naturally used nouns here & there)

Engagement

(answers query; time on page; social activity)

Freshness

(Query Deserved Freshness)

- <title><title/>
- Meta description
- Keyword phrases are appropriately highlighted:

    <b>,<strong>,<i>,<em>, ...

- Primary and secondary keywords in:

    <h1>,<h2>, <body>

- Descriptive, keyword-rich:

    <img> alt attributes

Site speed

Descriptive URLs (short URL keywords; breadcrumbs; <90 chars)

Multi-device ready (same URLs)

Crawlability

Static URLs (max 2 dynamic params recommended)

Content in HTML (not via Ajax/Flash/Image/iFrame/etc.)

301 for old->new (or canonical URL, but not 302!)

503 for temp unavailable pages

Meta robots and robots.txt allows crawling & indexing

XML sitemap

No more 4 clicks from any pageon the site to URL

Link Building

Social: Reputation, Shares & Trust (G+, FB, Twitter)

History: gained respect over time;   domain age; irrelevant topics can raise an

alarm bell

Country, Locality

Negative

shallow content: Hidden text

Ads: especially above-the-fold; show content first

Paid links, Link spam

Cloaking: different content for bots than users