

# THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like 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

<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Ce</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?

### HTML

<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hh</b>	HEADERS	Do headlines and subheads use header tags with relevant keywords?

### ARCHITECTURE

<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Are URLs short & contain meaningful keywords to page topics?

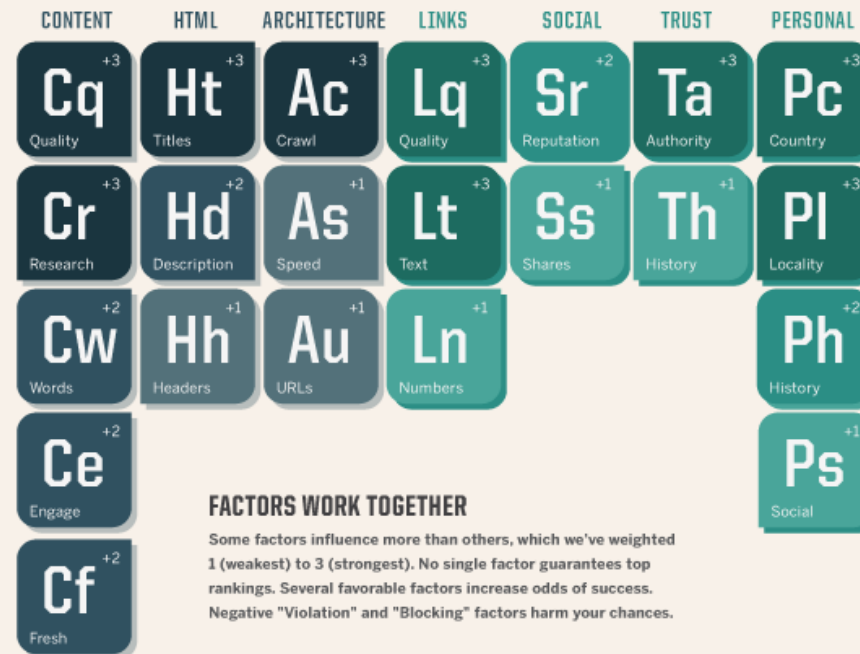
## VIOLATIONS

Spam techniques may cause ranking penalty or ban.

<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?

<b>Vh</b>	HIDDEN	Do colors or design "hide" words you want pages to be found for?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

## ON 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



## OFF THE PAGE SEO RANKING FACTORS

Elements influenced by readers, visitors & other publishers.

### LINKS

<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?

### SOCIAL

<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?

### TRUST

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

### PERSONAL

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

## BLOCKING

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

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

<b>Vp</b>	PAID LINKS	Have you purchased links in hopes of better rankings?
<b>Vi</b>	LINK SPAM	Have you created many links by spamming blogs, forums or other places?