

## ON-THE-PAGE 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?
<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?
<b>Va</b>	ADS	Is your content ad-heavy, especially "above the fold?"

### 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 & subheads use header tags with relevant keywords?
<b>Hs</b>	STRUCTURE	Do pages use structured data to enhance listings?
<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?

### ARCHITECTURE

<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>Ad</b>	DUPLICATE	Does site manage duplicate content issues well?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Are URLs short & contain meaningful keywords to page topics?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

# 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

## OFF-THE-PAGE SEO

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

### 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

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

### 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?
<b>Ti</b>	IDENTITY	Does site use means to verify its identity & that of authors?
<b>Vd</b>	PIRACY	Has site been flagged for hosting pirated content?

### 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?

### 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	Has someone regularly visited your site or socially favored it?
<b>Ps</b>	SOCIAL	Have your friends socially favored the site?

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