

What Influences Organic Visibility?

On-The-Page 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? |
| Cf | FRESH | Are pages fresh & about "hot" topics? |
| Cv | VERTICAL | Do you have image, local, news, video or other vertical content? |
| Ca | ANSWERS | Is your content turned into direct answers within search results? |
| Vt | THIN | Is content "thin" or "shallow" & lacking substance? |

Architecture

| | | |
|-----------|-----------|--|
| Ac | CRAWL | Can search engines easily "crawl" pages on site? |
| Am | MOBILE | Does your site work well for mobile devices? |
| Ad | DUPLICATE | Does site manage duplicate content issues well? |
| As | SPEED | Does site load quickly? |
| Au | URLS | Do URLs contain meaningful keywords to page topics? |
| Ah | HTTPS | Does site use HTTPS to provide secure connection for visitors? |
| Vc | CLOAKING | Do you show search engines different pages than humans? |

HTML

| | | |
|-----------|-------------|--|
| Ht | TITLES | Do HTML title tags contain keywords relevant to page topics? |
| Hd | DESCRIPTION | Do meta description tags describe what pages are about? |
| Hs | STRUCTURE | Do pages use structured data to enhance listings? |
| Hh | HEADERS | Do headlines & subheads use header tags with relevant keywords? |
| 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? |

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

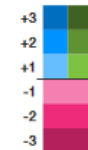
| Content | Architecture | HTML |
|-------------------------------------|--------------------------------------|--|
| Cq ⁺³ Quality | Ac ⁺³ Crawl | Ht ⁺³ Titles |
| Cr ⁺³ Research | Am ⁺³ Mobile | Hd ⁺² Description |
| Cw ⁺² Words | Ad ⁺² Duplicate | Hs ⁺² Structure |
| Cf ⁺² Fresh | As ⁺² Speed | Hh ⁺¹ Headers |
| Cv ⁺² Vertical | Au ⁺¹ URLs | Vs ⁻² Stuffing |
| Ca ⁺² Answers | Ah ⁺¹ HTTPS | Vh ⁻¹ Hidden |
| Vt ⁻² Thin | Vc ⁻³ Cloaking | |

Off-The-Page SEO

| Trust | Links | Personal | Social |
|--------------------------------------|------------------------------------|-------------------------------------|---------------------------------------|
| Ta ⁺³ Authority | Lq ⁺³ Quality | Pc ⁺³ Country | Sr ⁺² Reputation |
| Te ⁺² Engage | Lt ⁺² Text | Pl ⁺³ Locality | Ss ⁺¹ Shares |
| Th ⁺¹ History | Ln ⁺¹ Numbers | Ph ⁺² History | |
| Vd ⁻¹ Piracy | Vp ⁻³ Paid | | |
| Va ⁻¹ Ads | VI ⁻³ Spam | | |

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

Trust

| | | |
|-----------|-----------|--|
| Ta | AUTHORITY | Do links, shares & other factors make pages trusted authorities? |
| Te | ENGAGE | Do visitors spend time reading or "bounce" away quickly? |
| Th | HISTORY | Has site or its domain been around a long time, operating in same way? |
| Vd | PIRACY | Has site been flagged for hosting pirated content? |
| Va | ADS | Is content ad-heavy? Do you make use of intrusive interstitials? |

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? |
| Vp | PAID | Have you purchased links in hopes of better rankings? |
| VI | SPAM | Have you created links by spamming blogs, forums or other places? |

Personal

| | | |
|-----------|----------|--|
| Pc | COUNTRY | What country is someone located in? |
| Pl | LOCALITY | What city or local area is someone located in? |
| Ph | HISTORY | Has someone regularly visited your site? |

Social

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

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