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 FACTORS
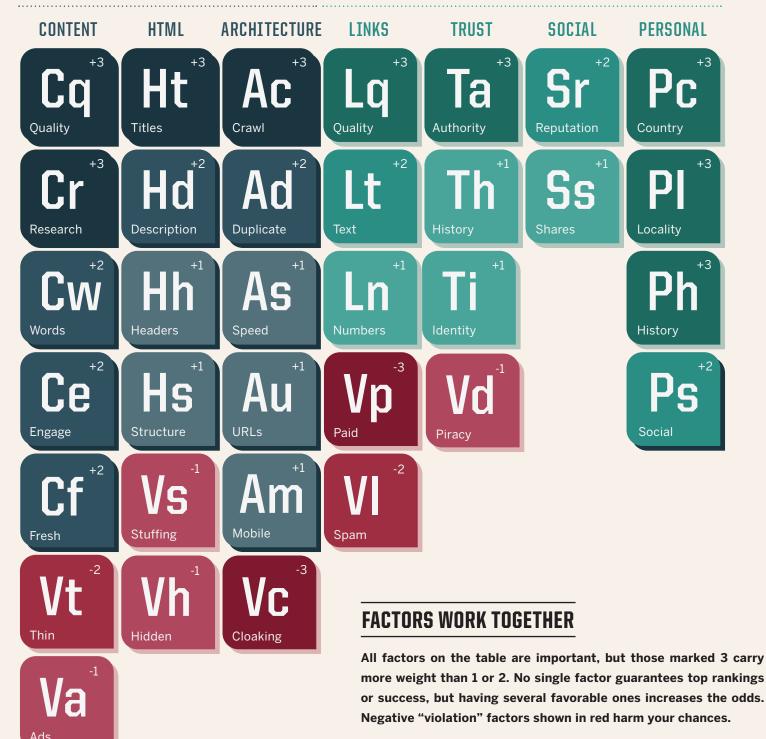**These elements are in the direct control of the publisher**

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?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold?"

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 & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
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?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

ON-THE-PAGE SEO

CONTENT
- **Cq** +3 Quality
- **Cr** +3 Research
- **Cw** +2 Words
- **Ce** +2 Engage
- **Cf** +2 Fresh
- **Vt** -2 Thin
- **Va** -1 Ads

HTML
- **Ht** +3 Titles
- **Hd** +2 Description
- **Hh** +1 Headers
- **Hs** +1 Structure
- **Vs** -1 Stuffing
- **Vh** -1 Hidden

ARCHITECTURE
- **Ac** +3 Crawl
- **Ad** +2 Duplicate
- **As** +1 Speed
- **Au** +1 URLs
- **Am** +1 Mobile
- **Vc** -3 Cloaking

OFF-THE-PAGE SEO

LINKS
- **Lq** +3 Quality
- **Lt** +2 Text
- **Ln** +1 Numbers
- **Vp** -3 Paid
- **Vl** -2 Spam

TRUST
- **Ta** +3 Authority
- **Th** +1 History
- **Ti** +1 Identity
- **Vd** -1 Piracy

SOCIAL
- **Sr** +2 Reputation
- **Ss** +1 Shares

PERSONAL
- **Pc** +3 Country
- **Pl** +3 Locality
- **Ph** +3 History
- **Ps** +2 Social

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

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?
Vl	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

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

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 or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?