RANKING FACTORS

TOBY EBORN AND TONY PASSEY

DIGITAL STRATEGY

marketinghacknight

OVERIVEW OF RANKING FACTORS

- On page elements
- Off page elements



Cr RESCANDED TO THE RCHITEC	ESEARCH ORDS RESH ERTICAL NSWERS	Are pages well written & have substantial quality content? Have you researched the keywords people may use to find your content? Do pages use words & phrases you hope they'll be found for? Are pages fresh & about "hot" topics? Do you have image, local, news, video or other vertical content? Is your content turned into direct answers within search results?	ON-THE-PAGE	"ranking factors"	and best practi	-	d to success with	here's a science to n both search engi	it. Below are nes and searchers.	Ta Te	AUTHORITY	Do links, shares & other factors make site a trusted authority? Do visitors spend time reading or "bounce" away quickly?
CW wo	ORDS RESH ERTICAL NSWERS	people may use to find your content? Do pages use words & phrases you hope they'll be found for? Are pages fresh & about "hot" topics? Do you have image, local, news, video or other vertical content? Is your content turned into direct answers within search results?	content Cq +3	ARCHITECTURE +3	HTML					Те	ENGAGE	
of FRI CV VEI Ca AN 't THI RCHITEC	ORDS RESH ERTICAL NSWERS	you hope they'll be found for? Are pages fresh & about "hot" topics? Do you have image, local, news, video or other vertical content? Is your content turned into direct answers within search results?	Cq	+3	+3	TRUST						and denomy.
a AN	ERTICAL NSWERS	Do you have image, local, news, video or other vertical content? Is your content turned into direct answers within search results?		Ac	+3		LINKS	PERSONAL	SOCIAL	Th	HISTORY	Has site or its domain been around a long time, operating in same way?
a an t th	NSWERS HIN	Is your content turned into direct answers within search results?		NU	Ht	Ta	l n	Pc	S r [→]	Ti	IDENTITY	Does site use means to verify its identity & that of authors?
t TH	HIN	answers within search results?		Crawl	Titles	Authority	Quality	Country	Reputation	Vd	PIRACY	Has site been flagged for host- ing pirated content?
RCHITEC	HIN		C **	۸ ط ⁺²	11 4	T 2	1 +2	DI *3	C. e ⁺¹	Va	ADS	Is your content ad-heavy, especially "above-the-fold"?
	CTUDE	Is content "thin" or "shallow" & lacking substance?	Cr	Ad	Hď	l le	ן גנ	11	Ss	LINKS	j	
C CR	LIUKE		Research	Duplicate	Description +2	Engage	Text	Locality	Shares	Lq	QUALITY	Are links from trusted, quality or respected web sites?
		Can search engines easily "crawl" pages on site?	Cw	Am	Hs	Th	Ln	l Ph		Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
d pu	UPLICATE	Does site manage duplicate content issues well?	Words	Mobile	Structure	History	Numbers	History		Ln	NUMBER	Do many links point at your web pages?
т мо		Does your site work well for mobile devices & make use of app indexing?	Cf ^{*²}	As	Hh	Ti +1	Vn³	Ps		Vp	PAID	Have you purchased links in hopes of better rankings?
S SP	PEED	Does site load quickly?	Fresh	Speed	Headers	Identity	Paid	Social		VI	SPAM	Have you created links by spamming blogs, forums or other places?
U UR		Do URLs contain meaningful keywords to page topics?	-2	+1	-2	4	-3			PERSO	DNAL	
h нт		Does site use HTTPS to provide secure connection for visitors?	ĽV	Au	Vs	Vd	וען			Pc	COUNTRY	What country is someone located in?
C CL		Do you show search engines different pages than humans?	Vertical +1	URLs +1	Stuffing -1	Piracy -1	Spam			PI	LOCALITY	What city or local area is someone located in?
ſML			Ca	Ah	Vh	I Va	l _			Ph	HISTORY	Has someone regularly visited your site or socially favored it?
t m		Do HTML title tags contain keywords relevant to page topics?	Answers	HTTPS	Hidden	Ads	FAC	CTORS WORK	TOGETHER	Ps	SOCIAL	Has someone or their friends socially favored the site?
d DE	ESCRIPTION	Do meta description tags describe what pages are about?	V+ ⁻²	Vo ³				actors on the table ortant, but those n		SOCIA	AL	
S ST		Do pages use structured data to enhance listings?	Thin	VC Cloaking			fact	e weight than 1 or or guarantees top	rankings or	Sr	REPUTATION	Do those respected on social networks share your content?
h HE		Do headlines & subheads use header tags with relevant keywords?					favo	ess, but having se rable ones increas ative "violation" fa	es the odds.	Ss	SHARES	Do many share your content on social networks?
S ST		Do you excessively use words you want pages to be found for?					-	d harm your chanc				

Amazing infographic taken from selnd.com/SEOTABLE



ON PAGE ELEMENTS

ON-THE-PAGE FACTORS These elements are in the direct control of the publisher CONTENT Are pages well written & have Cq QUALITY substantial quality content? Have you researched the keywords Cr RESEARCH people may use to find your content? Do pages use words & phrases Cw WORDS you hope they'll be found for? Cf Are pages fresh & about "hot" topics? FRESH Do you have image, local, news,

video or other vertical content?

answers within search results?

Is content "thin" or "shallow" &

lacking substance?

Is your content turned into direct

Cv

Ca

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VERTICAL

ANSWERS

THIN

ARCH	ARCHITECTURE				
Ac	CRAWL	Can search engines easily "crawl" pages on site?			
Ad	DUPLICATE	Does site manage duplicate con- tent issues well?			
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?			
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 key- words 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?



OFF PAGE ELEMENTS

	OFF-THE-PAGE FACTORS Elements influenced by readers, visitors & other publishers			
TRUS	T			
Та	AUTHORITY	Do links, shares & other factors make site a trusted authority?		
Те	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?		
Ti	IDENTITY	Does site use means to verify its identity & that of authors?		
Vd	PIRACY	Has site been flagged for host- ing pirated content?		
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?		

PERS	ONAL					
Pc	COUNTRY	What country is someone located in?				
PI	LOCALITY	What city or local area is someone located in?				
Ph	HISTORY	Has someone regularly visited your site or socially favored it?				
Ps	SOCIAL	Has someone or their friends social- ly favored the site?				
SOCI	SOCIAL					
Sr	REPUTATION	Do those respected on social networks share your content?				
Ss	SHARES	Do many share your content on social networks?				

LINK	S	
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?



Questions?