

PERIODIC TABLE OF SEO FACTORS 2019

Search engine optimization seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.

Ex +3

EXAMPLE
Lorem ipsum dolor sit amet, consectetur.

EXAMPLE VERTICAL

- Weight ranking
- Element symbol
- Element name
- Description
- Category vertical

TOXINS									
Qu QUALITY Pages must be well-written and highly valuable. CONTENT +3	Rs RESEARCH Investigate keywords people may use to find your content. CONTENT +3	Cr CRAWL Search engines must easily crawl your pages. ARCHITECTURE +3						Cl CLOAKING Don't show the engines different pages than your searchers. TOXINS -3	Sc SCHEMES Buying links, spamming blogs, all terrible tactics. TOXINS -3
Kw KEYWORDS Build target keywords into your pages. CONTENT +2	Mo MOBILE Optimize for today's smartphones and tablets. ARCHITECTURE +3	Tt TITLES Build keywords into your titles. HTML +3					Co COUNTRY Consider the country of your searcher. USER +2	Sf STUFFING Don't be excessive with packing keywords into your copy. TOXINS -2	Hi HIDING Making keywords invisible is a dirty trick. TOXINS -2
Fr FRESHNESS Create timely content; refresh or retire stagnant pages. CONTENT +2	Dd DUPLICATE Be smart. Use canonicals, redirects. ARCHITECTURE +2	Ds DESCRIPTIONS Meta tags should describe what pages are about. HTML +2					Lo LOCALITY Consider the region of your searcher. USER +2	Ar PIRACY Hosting stolen content can get you flagged. TOXINS -1	Iv INTRUSIVE Ad-heavy content, intrusive interstitials are a bad idea. TOXINS -1
Mm MULTIMEDIA Images, video and audio can set your content apart. CONTENT +2	Sp SPEED Your site should load quickly on any device. ARCHITECTURE +2	St STRUCTURE Use Schema and more to turn data into enhanced listings. HTML +2	Au AUTHORITY Authority is everything. Covet links, shares and other signals. TRUST +3	Va VALUE Seek links from trusted, quality websites. LINKS +3	Ux USER EXPERIENCE Experience matters more every day. USER +2				
An ANSWERS Create content that can be turned into answers in the SERP. CONTENT +2	Ps HTTPS Provide a secure connection for visitors. ARCHITECTURE +2	Hd HEADINGS Build keywords into your H1 - H2 tags, especially H1. HTML +2	En ENGAGEMENT Visitors should spend time with your pages, not bounce. TRUST +2	Ac ANCHORS Seek links from pages that use similar keywords. LINKS +2	Hs HISTORY Consider how regularly someone has visited your site. USER +1				
Dt DEPTH Shallow content fails. Aim for substance. CONTENT +2	Ur URLS Build keywords into your page addresses. ARCHITECTURE +1	Am AMP Google's mobile page format is built for speed. HTML +1	Re REPUTATION Sites operating the same way for years carry weight. TRUST +1	Ba BACKLINKS The more high-quality links, the better. LINKS +1	In INTENT Consider why someone is conducting a specific search. USER +1				
EMERGING VERTICALS									
								Voi VOICE Say hi to Alexa, Google, Siri. EMERGING VERTICALS	Loc LOCAL Listings, reviews, maps and more EMERGING VERTICALS
								Img IMAGE Photos, illustrations are rising in the SERP. EMERGING VERTICALS	Vid VIDEO Searchers are looking for live action. EMERGING VERTICALS