SEO Ranking Initiatives

Search engine optimization (SEO) Search engines reward pages with the right combination of ranking factors.
Here are some major factors or "initiatives" you should consider.

ON THE PAGE SEO RANKING
Elements are in direct control of the publisher

CONTENT

QUALITY +3 — Are pages well written & have substantial quality content?

RESEARCH +3 — Have your researched the keywords people may use to find your content?

WORDS +2 — Do pages use words & phrases you hope they'll be found with?

ENGAGE +2 — Do visitors spend time reading or bounce away quickly?

FRESH +2 — Are pages fresh & about "hot' topics?

HTML

TITLES +3 — Do HTML title tags contain keywords relevant to page topics?

DESCRIPTION +2 — Do meta description tags describe what pages are about?

HEADERS +1 — Do headlines and subheads use header tags with relevant keywords?

ARCHITECTURE

CRAWL +3 — Can search engins easily "crawl" pages on site?

SPEED +1 — Does your site load quickly?

URL +1 — Are URL's short & contain meaningful keywords to page topics?

OFF THE PAGE SEO RANKING
Elements influenced by readers, visitors & other publishers

LINKS

QUALITY +3 — Are links fron trusted, quality or respected websites?

TEXT +3 — Do links pointing at pages use words you hope they'll be found with?

NUMBER +1 — Do many links point at your web pages?

SOCIAL

REPUTATION +2 — Do those respected on social networks share your content?

SHARES +1 — Do many share your content on social networks?

TRUST

AUTHORITY +3 — Do links, shares & other factors make the site a trusted authority?

HISTORY +1 — Has the site or it's domain been around a long time operating in same way?

PERSONAL

COUNTRY +3 — What country is someone located in?

LOCAL +3 — What city or local area is someone located in?

HISTORY +2 — Does someone regularily visit the site? Or "liked" it?

SOCIAL +1 — What do your friends think of the site?

VIOLATIONS
Spam techniques may cause ranking penalty or ban

CONTENT

THIN -1 — Is content "thin" or "shallow" & lacking substance?

HTML

STUFFING -3 — Do you excessively use words you want pages to be found with?

HIDDEN -1 — Do colors or design "hide" words you want pages to be found with?

ARCHITECTURE

CLOAKING -3 — Do you show search engines different pages than you show humans?

LINKS

PAID LINKS -3 — Have you purchased links in hopes of better rankings?

LINK SPAM -1 — Have you created many links by spamming blogs, forums or other places?

BLOCKING
If searchers "block" site, hurts both trust and personalization

TRUST

BLOCKING -1 — Have many people blocked your site from search results?

PERSONAL

BLOCKING -3 — Has someone blocked your site from their search results?

+ Some factors influence more than others which we've weighted: **1** (weakest), **3** (strongest). No single factor guarentee top rankings, several favourable factors increase odds of success. negative "violation" and "blocking" factors harm your chances.