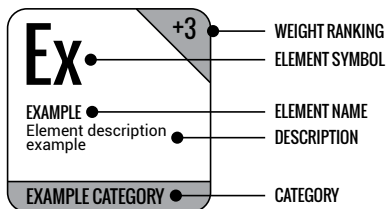


Search Engine Land's

SEO PERIODIC TABLE

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.



Search Engine Land

	Cr +5 CRAWL Search engines must be able to easily crawl your pages. ARCHITECTURE		Cl -5 CLOAKING Don't show the engines different content than you're showing searchers. TOXINS
Qu +5 QUALITY Pages must be well written and have substantial quality. CONTENT	Mo +4 MOBILE FIRST Optimize for smartphones and tablets. ARCHITECTURE		Sc -4 SCHEMES Buying links, spamming blogs and so on are tactics that can get you penalized. TOXINS
Rs +4 RESEARCH Discover keywords people may use to find your content. CONTENT	St +4 STRUCTURE Make sure the page's structure is easy for both users and bots to understand. ARCHITECTURE	Tt +5 TITLES Build keywords into your titles. HTML	Bc -4 BAD CONTENT Google punishes automated/generated content, scraped content, and doorway pages. TOXINS
An +4 ANSWERS Create content that can be turned into answers in the SERP. CONTENT	Pr +4 PARITY Parity between mobile and desktop experiences. ARCHITECTURE	Sc +4 SCHEMA Structured data and schema can turn data into enhanced listings. HTML	Ux +4 USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Dt +4 DEPTH Shallow content fails. Aim for substance. CONTENT	Ur +3 URLS Build keywords into your page addresses. ARCHITECTURE	Hd +3 HEADINGS Build keywords into your headers and subheaders. HTML	Mb -4 MALICIOUS BEHAVIOR Phishing, trojans, malware and hacking will get you kicked out of the index. TOXINS
Kw +3 KEYWORDS Build target keywords into your pages. CONTENT	Dd +3 DUPLICATE Be smart. Use canonicals, redirects. ARCHITECTURE	CLS +2 CONTENT SHIFT Minimal content shift upon page load improves user experience. HTML	It +4 INTENT Consider why someone is conducting a specific search. USER
Fr +3 FRESHNESS Create timely content, refresh or retire stagnant pages. CONTENT	Sp +2 SPEED Your site should load quickly on any device, ready for user interaction. (FID) ARCHITECTURE	Ex +5 EXPERTISE Expertise shows that you have the knowledge to be a thought leader on a given topic. REPUTATION	Sf -3 STUFFING Don't be excessive with packing keywords into your copy. TOXINS
Mm +3 MULTIMEDIA Images, video and audio can set your content apart. CONTENT	Ds +2 DESCRIPTIONS Meta tags should describe what pages are about. HTML	Lq +5 LINK QUALITY Seek links from trusted, quality websites. LINKS	Ly +3 LOCALITY Consider the region, city or town of your searcher, create experiences for them. USER
Ps +1 HTTPS Https ensures security for website visitors. ARCHITECTURE	Au +5 AUTHORITY Authority is everything. Cover links, shares, and other signals. REPUTATION	Lh -3 HIDING Obfuscating your keywords is a spam tactic. TOXINS	Hi -3 HIDING Obfuscating your keywords is a spam tactic. TOXINS
ALT +1 IMAGE ALT Alt text for images improves accessibility and image SEO. HTML	Ac +4 ANCHORS Link anchor text words should be relevant to the destination URL of the link. LINKS	Cy +2 COUNTRY Consider the country of your searches, create experiences for them. USER	Ar -2 PIRACY Hosting stolen content can get you flagged. TOXINS
Tr +4 TRUST Established sites that have operated the same way for years carry weight. REPUTATION	Qt +2 QUANTITY The more high-quality links, the better. LINKS	Eg +2 ENGAGEMENT Visitors should spend time with your pages, not bounce. USER	Iv -2 INTRUSIVENESS Ad-heavy content, intrusive interstitials are a bad idea. TOXINS
			NAP +3 NAP Name, address, and phone number must be consistent across all digital citations. LOCAL
			Ir +3 IMAGE REQUIRED Every page is required to include at least one image. Images should be at least 100 pixels wide if the height is 80px. PUBLISHING
			URL +3 URLS Ensure URLs structure is easy to read and tells buyers where they came from. ECOMMERCE
			Rv +3 REVIEWS There is a direct correlation between the number and quality of reviews and local SEO rankings. LOCAL
			Fs +2 FLEXIBLE SAMPLING If your news is behind a subscription, experiment with metering and lead-ins. PUBLISHING
			Pg +3 PAGINATION Ensure that important product pages are not being paginated and prevent unnecessarily deep site structures while providing proper UX. ECOMMERCE
			GMB +5 GOOGLE MY BUSINESS A Google My Business listing is required to get found on the local map. LOCAL
			Ts +4 TOP STORIES Optimizing your site to show in Top Stories can be a goldmine of organic traffic for publishers. PUBLISHING
			At +4 ARCHITECTURE Product architecture should be intuitive and give buyers easy access to what they need. ECOMMERCE
			Dc +4 DISCOVER Google's Discover feed personalizes news for readers. This means more qualified website visitors. PUBLISHING
			Mc +4 MERCHANT CENTER Manage how your inventory displays in Google search. ECOMMERCE
			Ci +3 CITATIONS Citations show search engines you're a real business. LOCAL
			Av +3 ARCHIVES A strong, well-optimized archive acts as a content pillar in your industry. PUBLISHING
			Sd +4 STRUCTURED DATA Include structured data for products, offers & reviews. ECOMMERCE
			Lc +5 LOCATIONS The searcher's location plays into what results show up in a local search. LOCAL
			Pd +5 PRODUCT DESCRIPTIONS Product descriptions should be detailed and thorough, but easy to understand. ECOMMERCE

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