

# SEO RANKING FACTORS

Your page's SEO rank is determined by complex and ever-changing algorithms. While it's difficult to pinpoint the exact formula that gives your page its rank, there are several well-known elements that are part of the equation. Watch for these SEO ranking factors.

## DOMAIN FACTORS (D)

- Keywords in Domains (**Kdm**)
- Keywords in Subdomains (**Ksd**)

## PAGE-LEVEL FACTORS (PL)

- Keywords in Title Tag (**Kt**)
- Keywords in Description Tag (**Kd**)
- Keywords in H1, H2, and H3 Tags (**Kh**)
- Keywords in the First 100 Words (**Kw**)
- Keywords in the URL (**Ku**)
- Content Relevance (**Cr**)
- Content Length (**Cl**)
- Content Depth (**Cd**)
- Page Loading Time (**Lt**)
- Image Optimization (**Io**)
- Publication Date (**Pd**)
- Magnitude and Frequency of Updates (**Mfu**)
- Outbound Link Quality and Relevance (**Lq**)
- Internal Links to a Page (**Li**)

## SITE-LEVEL FACTORS (SL)

- Contact Information (**Ci**)
- Privacy and Terms of Service Pages (**Pt**)
- TrustRank (**Tr**)
- Organized Site Architecture (**Sa**)
- Site Uptime (**Si**)
- Sitemap Use (**Su**)
- SSL Certificate (**C**)
- Breadcrumb Navigation (**Bn**)
- Mobile Optimization (**Mo**)

## BACKLINK FACTORS (B)

- Domain Age (**Da**)
- Number of Referring Domains (**Dr**)
- Number of Linking Pages (**Ln**)
- PageRank of Linking Pages (**Lr**)
- Contextual Link Placement (**Lp**)
- Backlink Anchor Text (**At**)
- Word Count of Linking Page (**Lw**)

## USER INTERACTIONS (UI)

- Organic Clicks (**Oc**)
- Bounce Rate (**Br**)
- Direct Traffic (**Dt**)
- Repeat Traffic (**Rt**)
- Dwell Time (**Dt**)
- User Comments (**Uc**)

## PENALIZATION FACTORS (P)

- Duplicate Content (**Dc**)
- Broken Links (**Lb**)
- Duplicate Meta Descriptions (**Md**)
- Low Quality Content (**Lq**)
- Links to Spammy Sites (**Ls**)
- Keyword Stuffing (**Ks**)
- Ads Above the Fold (**Aa**)

### Sources:

- <https://sparktoro.com/blog/resources/google-ranking-factors-2019/>
- <https://backlinko.com/search-engine-ranking>
- <https://backlinko.com/google-ranking-factors>

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## LEGEND

### D – Domain Factors

At the top level, use of keywords in the domain and subdomains impacts page rankings

### PL – Page-Level Factors

Search engines prefer content that's recent or recently updated with optimized images, and a quick loading time.

- ✓ SEO professionals believe content relevance is the most heavily weighted factor in results. <sup>[1]</sup>
- ✓ The average first page result in Google has 1,890 words. <sup>[2]</sup>

### SL – Site-Level Factors

Sites should have essential information like a privacy statement, terms of service page, and contact information. Pages also rank better when they're well-organized and easy to explore.

### B – Backlink Factors

The sites that link to your page contribute to or detract from its page ranking. You want links from authoritative, relevant sites.

### UI – User Interaction

Search engines give higher page rankings to sites that get repeat and direct traffic. Pages perform best when visitors stay for a long time and leave a comment before leaving

### P – Penalization Factors

What you don't feature is often as important as what you include. Watch out for common errors that will result in lower page ranks.