

La tavola periodica della SEO

di Paolo Franzese

ON-THE-PAGE FACTORS	
These elements are in the direct control of the publisher	
CONTENT	
Cq	QUALITY Are pages well written & have substantial quality content?
Cr	RESEARCH Have you researched the keywords people may use to find your content?
Cw	WORDS Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH Are pages fresh & about "hot" topics?
Vt	THIN Is content "thin" or "shallow" & lacking substance?
Va	ADS Is your content ad-heavy, especially "above the fold"?
HTML	
Ht	TITLES Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION Do meta description tags describe what pages are about?
Hh	HEADERS Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE Do pages use structured data to enhance listings?
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?
ARCHITECTURE	
Ac	CRAWL Can search engines easily "crawl" pages on site?
Ad	DUPLICATE Does site manage duplicate content issues well?
As	SPEED Does site load quickly?
Au	URLS Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING Do you show search engines different pages than humans?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated, but there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	PI ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Privacy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	VI ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

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 many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
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 hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

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	Have your friends socially favored the site?

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