



La tavola periodica della SEO

di Paolo Franzese

ON-THE-PAGE FACTORS	
These elements are in the direct control of the publisher	
CONTENT	
Cq <small>QUALITY</small>	Are pages well written & have substantial quality content?
Cr <small>RESEARCH</small>	Have you researched the keywords people may use to find your content?
Cw <small>WORDS</small>	Do pages use words & phrases you hope they'll be found for?
Ce <small>ENGAGE</small>	Do visitors spend time reading or "bounce" away quickly?
Cf <small>FRESH</small>	Are pages fresh & about "hot" topics?
Vt <small>THIN</small>	Is content "thin" or "shallow" & lacking substance?
Va <small>ADS</small>	Is your content ad-heavy, especially "above the fold"?
HTML	
Ht <small>TITLES</small>	Do HTML title tags contain keywords relevant to page topics?
Hd <small>DESCRIPTION</small>	Do meta description tags describe what pages are about?
Hh <small>HEADERS</small>	Do headlines & subheads use header tags with relevant keywords?
Hs <small>STRUCTURE</small>	Do pages use structured data to enhance listings?
Vs <small>STUFFING</small>	Do you excessively use words you want pages to be found for?
Vh <small>HIDDEN</small>	Do colors or design "hide" words you want pages to be found for?
ARCHITECTURE	
Ac <small>CRAWL</small>	Can search engines easily "crawl" pages on site?
Ad <small>DUPLICATE</small>	Does site manage duplicate content issues well?
As <small>SPEED</small>	Does site load quickly?
Au <small>URLS</small>	Are URLs short & contain meaningful keywords to page topics?
Am <small>MOBILE</small>	Does your site work well for mobile visitors, on smartphones and tablets?
Vc <small>CLOAKING</small>	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
Cq <small>Quality</small>	Ht <small>Titles</small>	Ac <small>Crawl</small>	Lq <small>Quality</small>
Cr <small>Research</small>	Hd <small>Description</small>	Ad <small>Duplicate</small>	Lt <small>Text</small>
Cw <small>Words</small>	Hh <small>Headers</small>	As <small>Speed</small>	Ln <small>Numbers</small>
Ce <small>Engage</small>	Hs <small>Structure</small>	Au <small>URLs</small>	Ti <small>Identity</small>
Cf <small>Fresh</small>	Vs <small>Stuffing</small>	Am <small>Mobile</small>	Vp <small>Paid</small>
Vt <small>Thin</small>	Vh <small>Hidden</small>	Vc <small>Cloaking</small>	Vd <small>Piracy</small>
Va <small>Ads</small>			VI <small>Spam</small>

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 2 or 1. 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 <small>QUALITY</small>	Are links from trusted, quality or respected web sites?
Lt <small>TEXT</small>	Do links pointing at pages use words you hope they'll be found for?
Ln <small>NUMBER</small>	Do many links point at your web pages?
Vp <small>PAID</small>	Have you purchased links in hopes of better rankings?
VI <small>SPAM</small>	Have you created many links by spamming blogs, forums or other places?
TRUST	
Ta <small>AUTHORITY</small>	Do links, shares & other factors make site a trusted authority?
Th <small>HISTORY</small>	Has site or its domain been around a long time, operating in same way?
Ti <small>IDENTITY</small>	Does site use means to verify its identity & that of authors?
Vd <small>PIRACY</small>	Has site been flagged for hosting pirated content?
SOCIAL	
Sr <small>REPUTATION</small>	Do those respected on social networks share your content?
Ss <small>SHARES</small>	Do many share your content on social networks?
PERSONAL	
Pc <small>COUNTRY</small>	What country is someone located in?
Pl <small>LOCALITY</small>	What city or local area is someone located in?
Ph <small>HISTORY</small>	Has someone regularly visited your site or socially favored it?
Ps <small>SOCIAL</small>	Have your friends socially favored the site?

SEO TABLE: <http://searchengineland.com/seatable>

Da un articolo scritto da Paolo Franzese il 25 Luglio 2013

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Learn More: <http://seotable.com/seatable>

Design By: COLUMN FIVE

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