

ON THE PAGE SEO

OFF THE PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	SOCIAL	TRUST	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Sr ⁺² Reputation	Ta ⁺³ Authority	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	As ⁺¹ Speed	Lt ⁺³ Text	Ss ⁺¹ Shares	Th ⁺¹ History	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	Au ⁺¹ URLs	Ln ⁺¹ Numbers			Ph ⁺² History
Ce ⁺² Engage						Ps ⁺¹ Social
Cf ⁺² Fresh						

THE PERIODIC TABLE OF SEO RANKING FACTORS

CONDENSED VERSION

VIOLATIONS

Vt ⁻² Thin	Vs ⁻¹ Stuffing	Vc ⁻³ Cloaking	Vp ⁻³ Paid Links
Vh ⁻¹ Hidden		VI ⁻¹ Link Spam	

BLOCKING

Bt ⁻¹ Blocking	Bp ⁻³ Blocking
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