THE PERIODIC TABLE OF SEO RANKING FACTORS
CONDENSED VERSION

ON THE PAGE SEO

CONTENT
Cq +3 Quality
Cr +3 Research
Cw +2 Words
Ce +2 Engage
Cf +2 Fresh

HTML
Ht +3 Titles
Hd +2 Description
Hh +1 Headers

ARCHITECTURE
Ac +3 Crawl
As +1 Speed
Au +1 URLs

LINKS
Lq +3 Quality
Lt +3 Text
Ln +1 Numbers

SOCIAL
Sr +3 Reputation
Ss +1 Shares
Th +1 History

TRUST
Ta +3 Authority
Pl +3 Locality

PERSONAL
Pc +3 Country
Ph +2 History
Ps +1 Social

OFF THE PAGE SEO

VIOLATIONS
Vt -2 Thin
Vs -1 Stuffing
Vc -3 Cloaking
Vp -3 Paid Links
Vl -1 Link Spam
Vh -1 Hidden

BLOCKING
Bt -1 Blocking
Bp -3 Blocking