

# PERIODIC TABLE OF SEO FACTORS 2019

Search engine optimization seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.

**Ex**

EXAMPLE  
Lorem ipsum dolor sit amet, consectetur.

+3

— Weight ranking

— Element symbol

— Element name

— Description

— Category vertical

TOXINS										
<p style="font-size: 2em; margin: 0;"><b>Qu</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>QUALITY</b> Pages must be well-written and highly valuable.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">CONTENT</p>			<p style="font-size: 2em; margin: 0;"><b>Rs</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>RESEARCH</b> Investigate keywords people may use to find your content.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">CONTENT</p>	<p style="font-size: 2em; margin: 0;"><b>Cr</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>CRAWL</b> Search engines must easily crawl your pages.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">ARCHITECTURE</p>			<p style="font-size: 2em; margin: 0;"><b>Cl</b> <span style="float: right; font-size: 0.8em; background-color: #ff0000; padding: 2px;">-3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>CLOAKING</b> Don't show the engines different pages than your searchers.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff0000; padding: 2px;">TOXINS</p>	<p style="font-size: 2em; margin: 0;"><b>Sc</b> <span style="float: right; font-size: 0.8em; background-color: #ff0000; padding: 2px;">-3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>SCHEMES</b> Buying links, spamming blogs, all terrible tactics.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff0000; padding: 2px;">TOXINS</p>		
<p style="font-size: 2em; margin: 0;"><b>Kw</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>KEYWORDS</b> Build target keywords into your pages.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">CONTENT</p>	<p style="font-size: 2em; margin: 0;"><b>Mo</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>MOBILE</b> Optimize for today's smartphones and tablets.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">ARCHITECTURE</p>	<p style="font-size: 2em; margin: 0;"><b>Tt</b> <span style="float: right; font-size: 0.8em; background-color: #00bfff; padding: 2px;">+3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>TITLES</b> Build keywords into your titles.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00bfff; padding: 2px;">HTML</p>			<p style="font-size: 2em; margin: 0;"><b>Co</b> <span style="float: right; font-size: 0.8em; background-color: #ff00ff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>COUNTRY</b> Consider the country of your searcher.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff00ff; padding: 2px;">USER</p>	<p style="font-size: 2em; margin: 0;"><b>Sf</b> <span style="float: right; font-size: 0.8em; background-color: #ff0000; padding: 2px;">-2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>STUFFING</b> Don't be excessive with packing keywords into your copy.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff0000; padding: 2px;">TOXINS</p>	<p style="font-size: 2em; margin: 0;"><b>Hi</b> <span style="float: right; font-size: 0.8em; background-color: #ff0000; padding: 2px;">-2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>HIDING</b> Making keywords invisible is a dirty trick.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff0000; padding: 2px;">TOXINS</p>			
<p style="font-size: 2em; margin: 0;"><b>Fr</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>FRESHNESS</b> Create timely content; refresh or retire stagnant pages.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">CONTENT</p>	<p style="font-size: 2em; margin: 0;"><b>Dd</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>DUPLICATE</b> Be smart. Use canonicals, redirects.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">ARCHITECTURE</p>	<p style="font-size: 2em; margin: 0;"><b>Ds</b> <span style="float: right; font-size: 0.8em; background-color: #00bfff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>DESCRIPTIONS</b> Meta tags should describe what pages are about.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00bfff; padding: 2px;">HTML</p>			<p style="font-size: 2em; margin: 0;"><b>Lo</b> <span style="float: right; font-size: 0.8em; background-color: #ff00ff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>LOCALITY</b> Consider the region of your searcher.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff00ff; padding: 2px;">USER</p>	<p style="font-size: 2em; margin: 0;"><b>Ar</b> <span style="float: right; font-size: 0.8em; background-color: #ff0000; padding: 2px;">-1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>PIRACY</b> Hosting stolen content can get you flagged.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff0000; padding: 2px;">TOXINS</p>	<p style="font-size: 2em; margin: 0;"><b>Iv</b> <span style="float: right; font-size: 0.8em; background-color: #ff0000; padding: 2px;">-1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>INTRUSIVE</b> Ad-heavy content, intrusive interstitials are a bad idea.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff0000; padding: 2px;">TOXINS</p>			
<p style="font-size: 2em; margin: 0;"><b>Mm</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>MULTIMEDIA</b> Images, video and audio can set your content apart.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">CONTENT</p>	<p style="font-size: 2em; margin: 0;"><b>Sp</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>SPEED</b> Your site should load quickly on any device.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">ARCHITECTURE</p>	<p style="font-size: 2em; margin: 0;"><b>St</b> <span style="float: right; font-size: 0.8em; background-color: #00bfff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>STRUCTURE</b> Use Schema and more to turn data into enhanced listings.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00bfff; padding: 2px;">HTML</p>	<p style="font-size: 2em; margin: 0;"><b>Au</b> <span style="float: right; font-size: 0.8em; background-color: #0000ff; padding: 2px;">+3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>AUTHORITY</b> Authority is everything. Covet links, shares and other signals.</p> <p style="font-size: 0.8em; margin: 0; background-color: #0000ff; padding: 2px;">TRUST</p>	<p style="font-size: 2em; margin: 0;"><b>Va</b> <span style="float: right; font-size: 0.8em; background-color: #8000ff; padding: 2px;">+3</span></p> <p style="font-size: 0.8em; margin: 0;"><b>VALUE</b> Seek links from trusted, quality websites.</p> <p style="font-size: 0.8em; margin: 0; background-color: #8000ff; padding: 2px;">LINKS</p>	<p style="font-size: 2em; margin: 0;"><b>Ux</b> <span style="float: right; font-size: 0.8em; background-color: #ff00ff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>USER EXPERIENCE</b> Experience matters more every day.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff00ff; padding: 2px;">USER</p>					
<p style="font-size: 2em; margin: 0;"><b>An</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>ANSWERS</b> Create content that can be turned into answers in the SERP.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">CONTENT</p>	<p style="font-size: 2em; margin: 0;"><b>Ps</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>HTTPS</b> Provide a secure connection for visitors.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">ARCHITECTURE</p>	<p style="font-size: 2em; margin: 0;"><b>Hd</b> <span style="float: right; font-size: 0.8em; background-color: #00bfff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>HEADINGS</b> Build keywords into your H1 - H2 tags, especially H1.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00bfff; padding: 2px;">HTML</p>	<p style="font-size: 2em; margin: 0;"><b>En</b> <span style="float: right; font-size: 0.8em; background-color: #0000ff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>ENGAGEMENT</b> Visitors should spend time with your pages, not bounce.</p> <p style="font-size: 0.8em; margin: 0; background-color: #0000ff; padding: 2px;">TRUST</p>	<p style="font-size: 2em; margin: 0;"><b>Ac</b> <span style="float: right; font-size: 0.8em; background-color: #8000ff; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>ANCHORS</b> Seek links from pages that use similar keywords.</p> <p style="font-size: 0.8em; margin: 0; background-color: #8000ff; padding: 2px;">LINKS</p>	<p style="font-size: 2em; margin: 0;"><b>Hs</b> <span style="float: right; font-size: 0.8em; background-color: #ff00ff; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>HISTORY</b> Consider how regularly someone has visited your site.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff00ff; padding: 2px;">USER</p>					
<p style="font-size: 2em; margin: 0;"><b>Dt</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+2</span></p> <p style="font-size: 0.8em; margin: 0;"><b>DEPTH</b> Shallow content fails. Aim for substance.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">CONTENT</p>	<p style="font-size: 2em; margin: 0;"><b>Ur</b> <span style="float: right; font-size: 0.8em; background-color: #00ff00; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>URLS</b> Build keywords into your page addresses.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00ff00; padding: 2px;">ARCHITECTURE</p>	<p style="font-size: 2em; margin: 0;"><b>Am</b> <span style="float: right; font-size: 0.8em; background-color: #00bfff; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>AMP</b> Google's mobile page format is built for speed.</p> <p style="font-size: 0.8em; margin: 0; background-color: #00bfff; padding: 2px;">HTML</p>	<p style="font-size: 2em; margin: 0;"><b>Re</b> <span style="float: right; font-size: 0.8em; background-color: #0000ff; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>REPUTATION</b> Sites operating the same way for years carry weight.</p> <p style="font-size: 0.8em; margin: 0; background-color: #0000ff; padding: 2px;">TRUST</p>	<p style="font-size: 2em; margin: 0;"><b>Ba</b> <span style="float: right; font-size: 0.8em; background-color: #8000ff; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>BACKLINKS</b> The more high-quality links, the better.</p> <p style="font-size: 0.8em; margin: 0; background-color: #8000ff; padding: 2px;">LINKS</p>	<p style="font-size: 2em; margin: 0;"><b>In</b> <span style="float: right; font-size: 0.8em; background-color: #ff00ff; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>INTENT</b> Consider why someone is conducting a specific search.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ff00ff; padding: 2px;">USER</p>					
EMERGING VERTICALS										
		<p style="font-size: 2em; margin: 0;"><b>Voi</b> <span style="float: right; font-size: 0.8em; background-color: #ffff00; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>VOICE</b> Say hi to Alexa, Google, Siri.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ffff00; padding: 2px;">EMERGING VERTICALS</p>			<p style="font-size: 2em; margin: 0;"><b>Loc</b> <span style="float: right; font-size: 0.8em; background-color: #ffff00; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>LOCAL</b> Listings, reviews, maps and more</p> <p style="font-size: 0.8em; margin: 0; background-color: #ffff00; padding: 2px;">EMERGING VERTICALS</p>					
		<p style="font-size: 2em; margin: 0;"><b>Img</b> <span style="float: right; font-size: 0.8em; background-color: #ffff00; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>IMAGE</b> Photos, illustrations are rising in the SERP.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ffff00; padding: 2px;">EMERGING VERTICALS</p>			<p style="font-size: 2em; margin: 0;"><b>Vid</b> <span style="float: right; font-size: 0.8em; background-color: #ffff00; padding: 2px;">+1</span></p> <p style="font-size: 0.8em; margin: 0;"><b>VIDEO</b> Searchers are looking for live action.</p> <p style="font-size: 0.8em; margin: 0; background-color: #ffff00; padding: 2px;">EMERGING VERTICALS</p>					