

# Ranking Factors Cheat Sheet

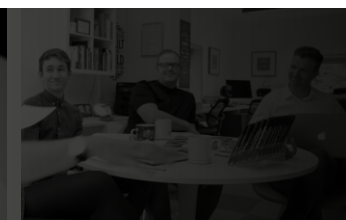
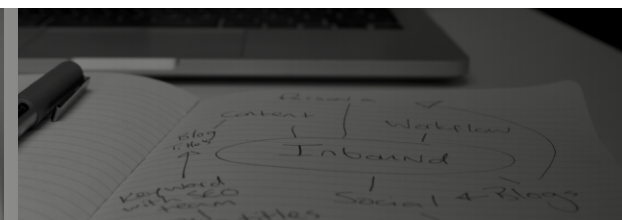
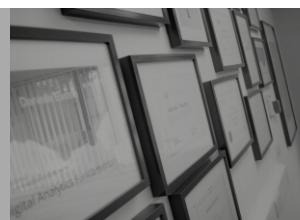
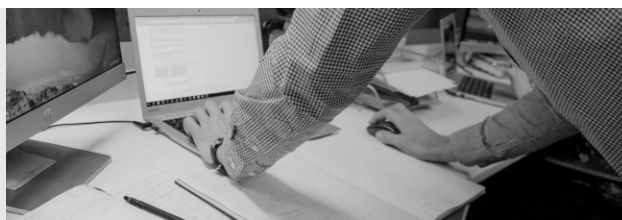
Our FREE, printer-friendly sheet outlines the 22 Google ranking factors you need to know for SEO success. A template to assign jobs, track your progress and record your results.

Name: \_\_\_\_\_

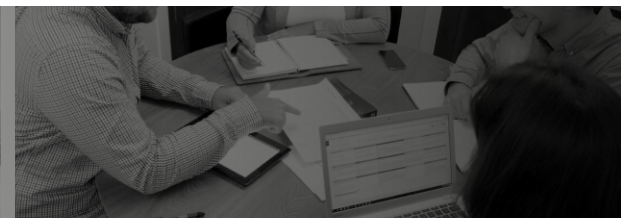
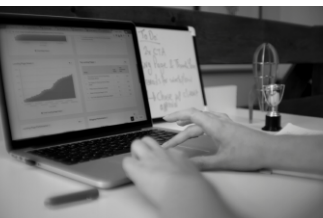
Company Name: \_\_\_\_\_

## Link Base Ranking Factors

Ranking Factor	Description	Impact Rating	>	On my site?	>	Suggestions	>	Assigned to	>	Date of Completion	>	Completed?
Page Authority	Page authority is a metric from SEO software company Moz which scores the strength of a page on a scale from 1 to 100.	2				Use 'Open Site Explorer' from Moz to check how well your page performs Then increase the amount of internal and external links to the page.						
Domain Authority	Domain authority is the strength of your whole website in the eyes of search engines, again provided by Moz.	1				Use 'Open Site Explorer' from Moz to check how well your website performs Then increase the amount of internal and external links to the page.						
Number of Links	When trying to earn links you need to ensure that link volume is taken into account but never at the expense of quality.	7				Look at link earning tactics and create a strategy to earn more links.						
Number Unique of Links	Make sure you get links from different websites or domains. Duplicate domains = reduced link juice.	6				As part of your link earning strategy ensure you are targeting a diverse source of domains.						
Quality of Links	Quality is more important than quantity when it comes to links. Quality can in many ways be judged by a person looking at the website and making a judgement call.	3				What's the Domain and Page Authority from the site providing the link? Download the MozBar from Moz and see how the site you want a link from performs.						
Relevancy of Links	Quality is more important than quantity when it comes to links. Quality can in many ways be judged by a person looking at the website and making a judgement call.	4				When creating your link earning strategy ask yourself if the websites your are tagreting are similar in nature or if they attract the same audience or solve similar problems.						
Anchor Text	This is the clickable text in a hyperlink - it often looks like this.	5				Use a natural keyword matching anchor text where appropriate. Having a lot of anchor text links with your target keywords is a sign to search engines that your are breaking the rules.						
Over Optimised Anchor Text	Over optimised anchor text (anchor text which mentions the keywords you are targeting) is very easy for Google to figure out if someone is using manipulative link practices.	!				Keep your anchor text keywords diverse and unique. This should come naturally!						
Number of Unnatural Links	By building links in an automated or spammy way (such as blog commenting, SEO directories or building link networks) you will be penalised.	!				Avoid anything considered 'blackhat' - don't post spammy comments or ask anyone to do this for you. You have been warned!						



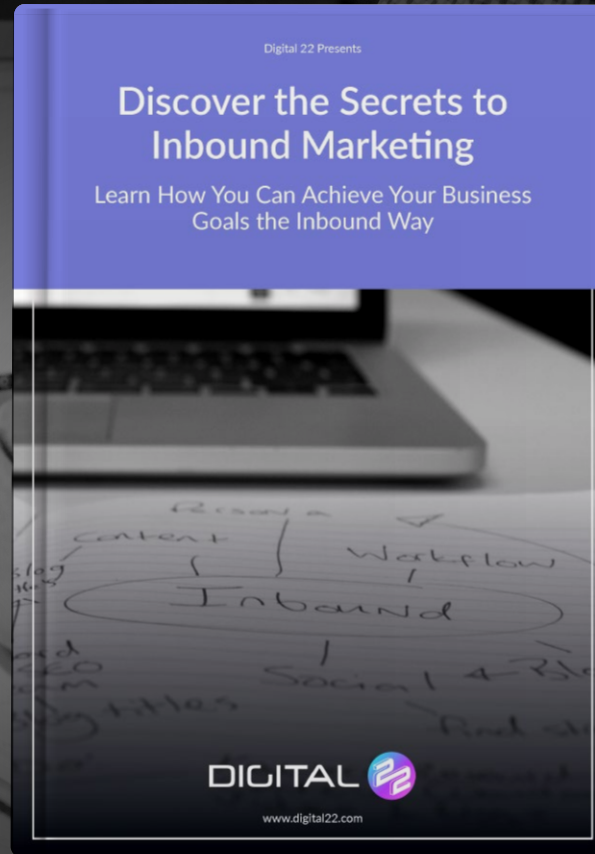
On-Site Factors												
Ranking Factor	Description	Impact Rating	>	On my site?	>	Suggestions	>	Assigned to	>	Date of Completion	>	Completed?
Keyword in the Title Tag	We recommend a title tag structure which targets 2 keywords, your brand name and a USP (to encourage more people to click your listing).	2				Edit your title tags in your CMS to target 2 keywords, your brand name and a USP.						
Query to Page Relevance	Encourage good experience by making sure your pages match your keywords well.	4				Relate back to your keyword research and make sure you follow your plan. Don't shoehorn in a high volume keyword if it doesn't make sense.						
Uniqueness of Page Content	Google wants your content to be unique and remarkable. Take the time to write new content rather than using the same article time and time again.	3				Ensure your content is more than 90% unique and best of all -pick a unique topic or angle that isn't talked about repeatedly and makes use of your USP.						
Keywords on the Page	By having keywords about genuine services you offer or products you sell, Google can understand why that particular page exists and if it is a suitable page to be returned in search results.	10				This should happen naturally, don't force it! Think about the keywords you target and use these on relevant pages in any descriptions. Keep it sparse.						
Mobile Friendliness	Is your webpage mobile friendly? If not you may not rank as highly as you could in mobile search results.	6				Test it here: <a href="https://www.google.co.uk/webmasters/tools/mobile-friendly/">https://www.google.co.uk/webmasters/tools/mobile-friendly/</a> Use the tool to identify areas for improvement and work on those first. Then re-test.						
Load Speed	Google takes site speed very seriously because it effects the users experience. Keep your website lean and fast.	5				Remove any big images, minify Javascript and use this tool to see what you can do to improve other on page factors : <a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a>						
User Experience and Metrics	You can gauge the success of your user experience, not just through your rankings, traffic and sales but through user metrics.	7				Use Google Analytics to discover metrics such as time on site (how long the average person stays on the website) and bounce rate (how many people leave without taking a further action).						
Keyword in URL	Not only does this appease Google, but a matching URL keyword or variation will be shown in bold in search results, drawing the searchers attention and building the impression that your page is useful, relevant and worth visiting.	8				Use relevant keywords in your url structure, but only if it makes sense to. Also think carefully about your page authority before changing the URL of a currently live page.						
Quality of Content	Does my site offer something that is useful to visitors and is it different to my competitors?	1				If the answer is no then think about how you can add the maximum amount of value to the person searching for the keyword you are targeting.						
Schema Markup	Schema.Org is the current standard used by major search engines. Use these guidelines to make your pages stand out in search results.	9				Visit Schema.Org and read up on how to implement their guidelines.						
Keyword Stuffing	Take time to write unique content and design your pages for maximum visitor experience first and foremost, there are no shortcuts! Google will penalise you for over-using keywords.	!				Keep your content unique and, as a general rule of thumb, don't mention your chosen keyword more than 5 times in any piece of content.						
Outbound Links to Spam	Be careful when linking out to a site. Google will hold you responsible.	!				If you choose to link out to a site, do your research. Visit the site and use the MozBar to check it's Domain Authority and Spam Score. Be cautious!						



So, What's Next?

# Discover The Secrets to Inbound Marketing

Now you understand the key ranking factors impacting your site - you should focus on converting that increased traffic into high quality leads and eventually paying customers! Learn everything you need to know about Inbound Marketing in our Free eBook :



Download the FREE Guide!