Cr +5
CRAWL
Search engines must be able to easily crawl your pages.
ARCHITECTURE

Qu +5
QUALITY
Pages must be well written and have substantial quality.
CONTENT

Mo +4
MOBILE FIRST
Optimize for smartphone and tablets.
ARCHITECTURE

Rs +4
RESEARCH
Discover keywords people may use to find your content.
CONTENT

St +4
STRUCTURE
Make sure the page's structure is easy for both users and bots to understand.
ARCHITECTURE

Tt +5
TITLES
Build keywords into your titles.
HTML

An +4
ANSWERS
Create content that can be turned into answers in the SERP.
CONTENT

Pr +4
PARITY
Parity between mobile and desktop experiences.
ARCHITECTURE

Sc +4
SCHEMA
Structured data and schema can turn data into enhanced listings.
HTML

Dt +4
DEPTH
Shallow content fails. Aim for substance.
CONTENT

Ur +3
URLs
Build keywords into your page addresses.
ARCHITECTURE

Hd +3
HEADINGS
Build keywords into your headers and subheaders.
HTML

Kw +3
KEYWORDS
Build target keywords into your pages.
CONTENT

Dd +3
DUPLICATE
Be smart. Use canonicals, redirects.
ARCHITECTURE

CLS +2
CONTENT SHIFT
Minimal content shift upon page load improves user experience.
HTML

Ex +5
EXPERTISE
Expertise shows that you have the knowledge to be a thought leader on a given topic.
REPUTATION

Lq +5
LINK QUALITY
Seek links from trusted, quality websites.
LINKS

Ly +3
LOCALITY
Consider the region, city or town of your searcher, create experiences for them.
USER

Hi -3
HIDING
Obfuscating your keywords is a spam tactic.
TOXINS

Fr +3
FRESHNESS
Create timely content; refresh or retire stagnant pages.
CONTENT

Sp +2
SPEED
Your site should load quickly on any device. Ready for user interaction. (FID)
ARCHITECTURE

Ds +2
DESCRIPTIONS
Meta tags should describe what pages are about.
HTML

Au +5
AUTHORITY
Authority is everything. Covet links, shares, and other signals.
REPUTATION

Ac +4
ANCHORS
Link anchor text words should be relevant to the destination URL of the link.
LINKS

Cy +2
COUNTRY
Consider the country of your searcher, create experiences for them.
USER

Ar -2
PIRACY
Hosting stolen content can get you flagged.
TOXINS

Mm +3
MULTIMEDIA
Images, video and audio can set your content apart.
CONTENT

Ps +1
HTTPS
Https ensures security for website visitors.
ARCHITECTURE

ALT +1
IMAGE ALT
Alt text for images improves accessibility and image SEO.
HTML

Tr +4
TRUST
Established sites that have operated the same way for years carry weight.
REPUTATION

Qt +2
QUANTITY
The more high-quality links, the better.
LINKS

Eg +2
ENGAGEMENT
Visitors should spend time with your pages, not bounce.
USER

Iv -2
INTRUSIVENESS
Ad-heavy content, intrusive interstitials are a bad idea.
TOXINS

Cl -5
CLOAKING
Don't show the engines different content than you're showing searchers.
TOXINS

Sc -4
SCHEMES
Buying links, spamming blogs and so on are tactics that can get you penalized.
TOXINS

Bc -4
BAD CONTENT
Google punishes automated/ generated content, scraped content, and doorway pages.
TOXINS

Ux +4
USER EXPERIENCE
Does your site have a user experience that makes your users want to come back and read more?
USER

Mb -4
MALICIOUS BEHAVIOR
Phishing, trojans, malware and hacking will get you kicked out of the index.
TOXINS

It +4
INTENT
Consider why someone is conducting a specific search.
USER

Sf -3
STUFFING
Don't be excessive with packing keywords into your copy.
TOXINS

Niches

Pd +5
PRODUCT DESCRIPTIONS
Product descriptions should be detailed and thorough, but easy to understand.
ECOMMERCE

GMB +5
GOOGLE MY BUSINESS
A Google My Business listing is required to get found on the local map.
LOCAL

Ts +4
TOP STORIES
Optimizing your site to show in Top Stories can be a goldmine of organic traffic for publishers.
PUBLISHING

At +4
ARCHITECTURE
Product architecture should be intuitive and give buyers easy access to what they need.
ECOMMERCE

Lc +5
LOCATIONS
The searcher's location plays into what results show up in a local search.
LOCAL

Dc +4
DISCOVER
Google's Discover feed personalizes news for readers. This means more qualified website visitors.
PUBLISHING

Mc +4
MERCHANT CENTER
Manage how your inventory displays in Google search.
ECOMMERCE

Ci +3
CITATIONS
Citations show search engines you're a real business.
LOCAL

Av +3
ARCHIVES
A strong, well-optimized archive acts as a content pillar in your industry.
PUBLISHING

Sd +4
STRUCTURED DATA
Include structured data for products, offers & reviews.
ECOMMERCE

NAP +3
NAP
Name, address, and phone number must be consistent across all digital citations.
LOCAL

Ir +3
IMAGE REQUIRED
Every page is required to include at least one image. Images should be at least 1200 pixels wide if the height is 800px.
PUBLISHING

URL +3
URLs
Ensure URL structure is easy to read and tells buyers where they came from.
ECOMMERCE

Rv +3
REVIEWS
There is a direct correlation between the number and quality of reviews and local SEO rankings.
LOCAL

Fs +2
FLEXIBLE SAMPLING
If your news is behind a subscription, experiment with metering and lead-ins.
PUBLISHING

Pg +3
PAGINATION
Ensure that important product pages are not being orphaned and prevent unnecessarily deep site structures while providing positive UX.
ECOMMERCE