



SEO Factors Influencing National Search Results

Domain Factors

1. Domain Age

2. Keyword Appears in Top Level Domain: Doesn't give the boost that it used to, but having your keyword in the domain still acts as a relevancy signal. After all, they still bold keywords that appear in a domain name.

3. Keyword As First Word in Domain: Moz's 2011 Search Engine Ranking Factors panelists agreed that a domain that starts with their target keyword has an edge over sites that either don't have the keyword in their domain or have the keyword in the middle or end of their domain.

4. Domain registration length

5. Keyword in Subdomain Name

6. Domain History

7. Exact Match Domain: EMDs may still give you an edge...if it's a quality site. But if the EMD happens to be a low-quality site, it's vulnerable to the EMD update.

8. Public vs. Private WhoIs

9. Penalized WhoIs Owner

10. Country TLD extension.

Page-Level Factors

11. Keyword in Title Tag: The title tag is a webpage's second most important piece of content (besides the content of the page) and therefore sends a strong on-page SEO signal.

12. Title Tag Starts with Keyword

13. Keyword in Description Tag

14. Keyword Appears in H1 Tag

15. Keyword is Most Frequently Used Phrase in Document

16. Content Length

17. Keyword Density

18. Latent Semantic Indexing Keywords in Content (LSI)

19. LSI Keywords in Title and Description Tags

20. Page Loading Speed via HTML

21. Duplicate Content

22. Rel=Canonical

23. Page Loading Speed via Chrome

24. Image Optimization: Images on-page send search engines important relevancy signals through their file name, alt text, title, description and caption.

25. Recency of Content Updates

26. Magnitude of Content Updates

27. Historical Updates Page Updates: How often has the page been updated over time? Daily, weekly, every 5-years?

28. Keyword Prominence

29. Keyword in H2, H3 Tags

30. Keyword Word Order

31. Outbound Link Quality

32. Outbound Link Theme

33. Grammar and Spelling

34. Syndicated Content

35. Helpful Supplementary Content

36. Number of Outbound Links

37. Multimedia

38. Number of Internal Links Pointing to Page

39. Quality of Internal Links Pointing to Page

40. Broken Links

41. Reading Level

42. Affiliate Links: Affiliate links themselves probably won't hurt your rankings.

43. HTML errors/W3C validation

44. Page Host's Domain Authority

45. Page's PageRank

46. URL Length

47. URL Path

48. Human Editors

49. Page Category

50. WordPress Tags

51. Keyword in URL

52. URL String

53. References and Sources

54. Bullets and Numbered Lists

55. Priority of Page in Sitemap

56. Too Many Outbound Links

57. Quantity of Other Keywords Page Ranks For

58. Page Age

59. User Friendly Layout

60. Parked Domains

61. Useful Content

Site-Level Factors

62. Content Provides Value and Unique Insights

63. Contact Us Page

64. Domain Trust/TrustRank

65. Site Architecture

66. Site Updates

67. Number of Pages: The number of pages a site has is a sign of authority.

68. Presence of Sitemap

69. Site Uptime

70. Server Location : Especially important for geo-specific searches.

71. SSL Certificate: Google has confirmed that they use HTTPS as a ranking signal.

72. Terms of Service and Privacy Pages

73. Duplicate Meta Information On-Site

74. Breadcrumb Navigation

75. Mobile Optimized: Google's official stance on mobile is to create a responsive site. It's likely that responsive sites get an edge in searches from a mobile device.

76. YouTube

77. Site Usability

78. Use of Google Analytics and Google Webmaster Tools

79. User reviews/Site reputation: A site's online reviews play an important role in the algorithm.

Backlink Factors

80. Linking Domain Age

81. # of Linking Root Domains

82. # of Links from Separate C-Class IPs

83. # of Linking Pages

84. Alt Tag (for Image Links)

85. Links from .edu or .gov Domains

86. Authority of Linking Page

87. Authority of Linking Domain

88. Links From Competitors

89. Social Shares of Referring Page

90. Links from Bad Neighborhoods

91. Guest Posts

92. Links to Homepage Domain that Page Sits On

93. Nofollow Links

94. Diversity of Link Types

95. “Sponsored Links” Or Other Words Around Link

96. Contextual Links

97. Excessive 301 Redirects to Page

98. Backlink Anchor Text

99. Internal Link Anchor Text

100. Link Title Attribution

101. Country TLD of Referring Domain

102. Link Location In Content

103. Link Location on Page

104. Linking Domain Relevancy

105. Page Level Relevancy

106. Text Around Link Sentiment

107. Keyword in Title

108. Positive Link Velocity

109. Negative Link Velocity

110. Links from “Hub” Pages

111. Link from Authority Sites

112. Linked to as Wikipedia Source

113. Co-Occurrences

114. Backlink Age

115. Links from Real Sites vs. Splogs

116. Natural Link Profile

117. Reciprocal Links

118. User Generated Content Links

119. Links from 301

120. Schema.org Microformats: Pages that support microformats may rank above pages without it.

121. DMOZ Listed

122. TrustRank of Linking Site

123. Number of Outbound Links on Page

124. Forum Profile Links

125. Word Count of Linking Content

126. Quality of Linking Content

127. Sitewide Links

User Interaction

128. Organic Click Through Rate for a Keyword

129. Organic CTR for All Keywords

130. Bounce Rate

131. Direct Traffic

132. Repeat Traffic

133. Blocked Sites

134. Chrome Bookmarks

135. Google Toolbar Data

136. Number of Comments

137. Dwell Time: Google pays very close attention to “dwell time”: how long people spend on your page when coming from a Google search.

Special Algorithm Rules

138. Query Deserves Freshness

139. Query Deserves Diversity

140. User Browsing History

141. User Search History

142. Geo Targeting

143. Safe Search

144. Google+ Circles

145. DMCA Complaints (copyright complaints)

146. Domain Diversity

147. Transactional Searches

148. Local Searches

149. Google News Box: Certain keywords trigger a Google News box.

150. Big Brand Preference

151. Shopping Results

152. Image Results

153. Easter Egg Results

154. Single Site Results for Brands

Social Signals

155. Number of Tweets

156. Authority of Twitter Users Accounts

157. Number of Facebook Likes

158. Facebook Shares

159. Authority of Facebook User Accounts

160. Pinterest Pins

161. Votes on Social Sharing Sites

162. Number of Google+1's

163. Authority of Google+ User Accounts

164. Known Authorship

165. Social Signal Relevancy

166. Site Level Social Signals

Brand Signals

167. Brand Name Anchor Text

168. Branded Searches

169. Site Has Facebook Page and Likes

170. Site has Twitter Profile with Followers

171. Official LinkedIn Company Page

172. Employees Listed at LinkedIn

173. Legitimacy of Social Media Accounts

174. Brand Mentions on News Sites

175. Co-Citations

176. Number of RSS Subscribers

177. Brick and Mortar Location With Google+ Local Listing

178. Website is Tax Paying Business

On-Site WebSpam Factors

179. Panda Penalty: Sites with low-quality content are less visible in search after getting hit by a Panda penalty.

180. Links to Bad Neighborhoods — like pharmacy or payday loan sites.

181. Redirects

182. Popups or Distracting Ads

183. Site Over-Optimization

184. Page Over-Optimization

185. Ads Above the Fold

186. Hiding Affiliate Links

187. Affiliate Sites

188. Autogenerated Content

189. Excess PageRank Sculpting

190. IP Address Flagged as Spam

191. Meta Tag Spamming

Off Page Webspam Factors

192. Unnatural Influx of Links

193. Penguin Penalty

194. Link Profile with High % of Low Quality Links

195. Linking Domain Relevancy

196. Unnatural Links Warning

197. Links from the Same Class C IP

198. “Poison” Anchor Text

199. Manual Penalty

200. Selling Links

201. Google Sandbox

202. Google Dance

203. Disavow Tool

204. Reconsideration Request

205. Temporary Link Schemes

This list is based on Moz’s top SEO factors and Backlinko’s complete list of Google’s top 200 ranking factors. Updated 3/30/2015.