

ON PAGE ELEMENTS

Content:

- 1 Quality
- 2 Research
- 3 Words
- 4 Engagement
- 5 Freshness

HTML:

- 1 Titles
- 2 Descriptions
- 3 Headers
- 4 Meta / Alt Tags

System:

- 1 Crawl / Robots
- 2 Page Load Time
- 3 URLs (short/keywords)
- 4 S.E. Indexing

Black Hat:

- 1 Cloaking
- 2 Paid Links
- 3 Spam
- 4 Stuffing

CSS:

- 1 Layout
- 2 Bold / Strong Tags
- 3 Em tags

OFF PAGE ELEMENTS

Links:

- 1 Quality
- 2 Text / Keywords
- 3 Inbound Numbers

Trust:

- 1 Authority
- 2 History
- 3 SSL

Personal:

- 1 Country
- 2 Locality
- 3 History
- 4 Social

Social:

- 1 Reputation
- 2 Shares / Likes
- 3 Links

Blocking:

- 1 Blocked by Visitors
- 2 Blacklisted

Major Search Engines:



Major Social Media:



SEO



in a nutshell