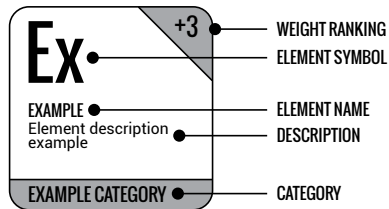# Search Engine Land's SEO PERIODIC TABLE

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 +3
WEIGHT RANKING
ELEMENT SYMBOL

EXAMPLE
ELEMENT NAME

Element description example
DESCRIPTION

EXAMPLE CATEGORY
CATEGORY

Search Engine Land

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

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 +3
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

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

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

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

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

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

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

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