

# SEO

**RANKING FACTORS  
YOU NEED TO  
KNOW**

# SEO RANKING FACTORS YOU NEED TO KNOW

## 29 EXACT DENSITY IN META DESCRIPTION

Number of literal occurrences of the keyword over total words in the tag Meta Description

## 28 BROAD EXISTENCE IN BOLD STRONG TAGS

Existence of all keywords' terms at any Bold Strong tag

## 27 BROAD DENSITY IN H2 TAG

Sum of occurrences of each one of the words that compose the keyword based on the total of words at H2 tags

## 26 KEYWORD PROMINENCE

Location of the keyword in the visible content of the relevant page to optimize.

## 25 SITE INBOUND LINKS WITH THE KEYWORD

Inbound links to the site by Yahoo, that contain the keyword

## 24 BROAD EXISTENCE IN DOMAIN NAME

Existence of all the keywords' terms at domain of the site

## 23 BROAD DENSITY IN META DESCRIPTION

Sum of occurrences of each one of the words that compose the keyword based on the total of words at MetaDescription tag

## 22 EXACT EXISTENCE IN META KEYWORDS

Literal existence of the keyword at the MetaKeywords tag

# SEO RANKING FACTORS YOU NEED TO KNOW

## 21 BROAD DENSITY IN BODY TEXT

Sum of occurrences of each one of the words that compose the keyword based on the total of words at Body tag

## 20 BROAD EXISTENCE IN META KEYWORDS

Existence of all the keywords' terms at the MetaKeywords tag

## 19 SITE'S PAGE RANK

Page Rank of the home page of the site.

## 18 OUTBOUNDS LINKS

Amount of external links of the relevant page to optimize

## 17 EXACT DENSITY IN H1 TAG

Number of literal occurrences of the keywords based on the total of words in H1 Tags

## 16 EXISTENCE OF ROBOTS

Existence of file robots.txt

## 15 EXACT DENSITY IN TITLE

Number of literal occurrences of the keyword over total words in the Title tag

## 14 HTML VALIDATION

Validation of W3C standard of relevant page to optimize source code

# SEO RANKING FACTORS YOU NEED TO KNOW

## 13 LINK POPULARITY DIGG

Amount of entries in Digg site

## 12 INDEXABLE TEXT

Indicates the amount of indexable words of the page

## 11 SITE'S AGE

Age of the site in days

## 10 LINK POPULARITY TECHNORATI

Amount of entries in Technoratis site

## 09 BROAD DENSITY IN H1 TAG

Sum of occurrences of each one of the words that compose the keyword based on the total of words at H1 tags

## 08 NUMBER OF TRAILING SLASHES IN URL

Amount of trailing slashes "/" at the URL of relevant page to optimize

## 07 BROAD DENSITY IN TITLE

Sum of occurrences of each one of the words that compose the keyword based on the total of words at Title tag

## 06 SITE INBOUND LINKS

Inbound links to the site by Yahoo

# SEO RANKING FACTORS YOU NEED TO KNOW

## 05 INDEXED KEYWORD'S PAGES IN GOOGLE

Amount of pages indexed by Google, that contain the keyword

## 04 INDEXED PAGES IN GOOGLE

Amount of pages indexed by Google

## 03 DOCUMENT'S AGE

Document age to measured in days

## 02 URL LENGTH

Amount of characters that compose the URL

## 01 PAGE RANK

Page Rank of the relevant page to optimize



Want to learn more factors that affect your SEO rankings?  
Check out the Other Factors section on the next page.

# SEO RANKING FACTORS YOU NEED TO KNOW

**BONUS**

## **OTHER FACTORS**

### **Indexed Pages in Yahoo**

Amount of pages indexed by Yahoo

### **Keyword All In Title Competition**

Amount of results in Google that contain the keyword in the title of the page

### **Keyword In Anchor Search Competition**

Amount of results in Google containing the keyword at the link's text

### **Keyword In Quotes Search Competition**

Amount of results in Google from the search of the exact keyword

### **Exact Density In Body Text**

Number of literal occurrences of the keywords based on the total of words in Body Text

### **Exact Density In H2 Tag**

Number of literal occurrences of the keywords based on the total of words in H2 Tags

### **Exact Density In H3 Tag**

Number of literal occurrences of the keywords based on the total of words in H3 Tags

### **Broad Density In H3 Tag**

Sum of occurrences of each one of the words that compose the keyword based on the total of words at H3 tags

### **Exact Density In H4 Tag**

Number of literal occurrences of the keywords based on the total of words in H4 Tags

### **Broad Density In H4 Tag**

Sum of occurrences of each one of the words that compose the keyword based on the total of words at H4 tags

### **Broad Existence In Alt Tag**

Existence of all keywords' terms at any Alt tag

# SEO RANKING FACTORS YOU NEED TO KNOW

**BONUS**

## **OTHER FACTORS CONT.**

### **Exact Existence In Domain Name**

Literal existence of the keyword in at page domain

### **Exact Existence In URL**

Literal existence of the keyword at URL

### **Broad Existence In URL**

Existence of all the keywords' terms at URL

### **Broad Existence In Image Titles**

Existence of all the keywords' terms at IMG tag

### **Exact Existence In Anchor Text**

Exact existence of the keyword in at least one outbound link of the relevant page to optimize

### **Existence Of Sitemap**

Existence of Sitemap

### **Deep Level Relevant Page**

Deep level of relevant page to optimize

### **Internal Outbound Links**

Amount of internal out going links from the relevant page

### **Internal Inbound Links**

Number of incoming internal links to the relevant page

### **Broad Existence In Italic Tags**

Existence of all keywords' terms at any em i tag

### **Percentage of Indexable Text of the Page**

Percentage of indexable text of the page

# SEO RANKING FACTORS YOU NEED TO KNOW

**BONUS**

## OTHER FACTORS CONT.

### Geo-targeting

Site geo-targeting in relation to server location

### Site Speed

Load time of the site in seconds

### Alexa Rank

Ranking Alexa of the site

Your website is important, and its success is crucial to giving you the results you want. These SEO ranking factors can ensure that your website has the basics for success.

If you are looking for more information on how to create a successful website or need help turning your current website into a successful one, contact ClickXPosure at [1-888-909-RANK](tel:1-888-909-RANK) where one of our knowledgeable representatives will help you create a successful website for your business.