2017 Top SEO Ranking Factors

CHECKLIST

Step up your SEO game this year with a data-backed list of ranking signals that can improve your website's position in search engine results pages.

FREE

#1 HTTPS encryption

Are you using a SSL certificate for your website?

#2 Domain ownership

Are you the first owner of your domain name? Was it yours for more than a year?

#3 Subdomain names

If you're using a subdomain, are you using the targeted keyword as the subdomain name?

#4 Exact match domains

If you're using an exact match domain, is your website a high-quality one?

#5 Keyword in title tag

Are you using the targeted keyword in the title tag of the web page you want to optimise?

#6 Keyword in content

Are you using the targeted keyword in the very first paragraph of your new web page?

#7 Keyword in page URL

Are you using the targeted keyword in the URL of your new web page?

#8 Keyword wording

Is you targeted keyword an exact match for the wording you used on your web page? E.g. "hypnosis sessions Sydney"

#9 Pesky ads

Is your website free of interstitials, above the fold ads and popup banners that make it hard for people to access the content?

#10 Affiliate marketing

Are you sure you're not doing anything suspicious with your affiliate links?

WILD**FIRE**
- CONCEPTS -

2017 Top SEO Ranking Factors
CHECKLIST

#11 Higher PR

Do you know what is the current PageRank of the web page you want to optimise?

#12 Sitemap

Does your website have a sitemap?

#13 Post tags

Are you using post tags to create connections between different blog posts or pages?

#14 Content reading level

Is the content on your website easy to be read and understood by the average person?

#15 Multimedia files

Are you using videos or pictures on the web page you want to optimise?

#16 Keyword CTR

Are people clicking on your website when they find it in search engine results pages?

#17 Time spent on site

Are people actually stopping on your website to read your content?

#18 Plagiarised or stolen content

Are you using original content that nobody has any reason to claim it's theirs?

#19 Server location

Are you using a server located in the part of the world where you want your website to rank better?

#20 Direct visits

Is your website getting direct visits from people who just type in its address?

WILDFIRE
- CONCEPTS -

2017 Top SEO Ranking Factors
CHECKLIST

#21 Duplicate content

Are you sure you're not using duplicate content or that you're correctly using the rel=canonical tag?

#22 H1 + H2 headings

Are you using H1 and H2 headings on the web page you want to optimise?

#23 Broken links

Are you sure there are no broken links on your website?

#24 Shorter URLs

Are you using short URLs for your web pages?

#25 Scraped content

Are you sure your web page is not using copied or syndicated content already indexed by Google?

#26 Authority

Do you know what is the PageRank of the domains and pages linking to your website?

#27 Social value for links

Is the page referring your website often shared on social media?

#28 Link placement

Are the links to your web page placed at the beginning or in the middle of content sending traffic to your site?

#29 Link exchange

Are you sure you didn't engage in link exchange schemes?

#30 Same-site links

Do you know how many unique domains link to your website versus links from the same domains?

WILDFIRE
- CONCEPTS -

CHECKLIST

#31 Surprise redirects

Are you sure there aren't any redirects on your website that take visitors by surprise?

#32 Curse words

Are you sure your content isn't containing curse words that would make your site invisible to those using Safe Search?

#33 Optimised images

Do you pay attention to the names of the image files you upload and to what descriptions and captions you use?

#34 Anchor text variations

Do your anchor texts look natural and not spammy?

#35 Coding errors

Is your website free of coding and HTML errors?

#36 Mobile friendly interfaces

Do you use a responsive web design or a mobile friendly interface?

#37 Silos

Is your site architecture helping Google figure out what your website is about?

#38 Categories

Do you use categories correctly when you're publishing new blog posts or pages?

#39 Web forum links

Are you sure you removed any web forum signature/profile links to your website that might be considered spammy by Google?

#40 ToS + Privacy Policy

Does your website have Terms of Service and Privacy Policy pages?

WILDFIRE
- CONCEPTS -

2017 Top SEO Ranking Factors
CHECKLIST

#41 Uptime

Is your hosting provider offering a good uptime for your website?

#42 Exit themes

Are your outbound links relevant to your website's niche?

#43 Multiple keywords

Are your articles good enough that they can rank for other keywords than the one you targeted?

#44 Useful content

Is your content both high-quality and useful?

#45 Site owner links

Are your backlinks created by website owners and not user generated?

#46 Internal page PR

Are you linking from your top PageRank pages to the internal pages important for your business?

#47 Links from icky websites

Are you sure you're not getting traffic from dubious websites selling pills or fake watches?

#48 Sponsored links

Are you relying on backlinks obtained outside of sponsoring deals?

#49 Image links

Are you paying attention to the alt tag when using image links?

#50 Visitors coming back

Are people coming back to your website after their initial visit?

WILDFIRE
- CONCEPTS -