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C CONTENT

HTML

A ARCHITECTURE

T TRUST

SEO

L LINKS

P PERSONAL

S SOCIAL

C CONTENT
Quality content is key. Well researched copy which incorporates key words and phrases while directly answering user questions and needs is ideal.
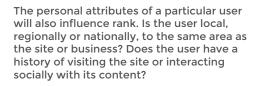
H HTML
The framework of a site includes its structure, responsiveness, speed and security. An intelligently laid out site which loads quickly and functions properly on any device will perform better than one which does not.

A ARCHITECTURE
There are several important on-page elements which should be optimized. These include content with relevant titles, headings and descriptions. Avoiding keyword stuffing and deceptive content which does not contribute to the end user experience is also crucial.

T TRUST
Many factors impact trust levels for a site. These include obvious things like a site's longevity, security protocol and ad density. Other important considerations are user engagement (bounce rate) and whether a site is considered an authority in its field.

L LINKS
The nature and quality of backlinks to a site carry significant weight. Quality, topical backlinks which incorporate relevant text are best. A site will be penalized for spammy and/or paid backlinks.

P PERSONAL
The personal attributes of a particular user will also influence rank. Is the user local, regionally or nationally, to the same area as the site or business? Does the user have a history of visiting the site or interacting socially with its content?

S SOCIAL
The social reputation and presence or a site or brand will also have an impact on its overall rank. Is page content being shared by respected sources? Content which is shared and engaged with widely will have more weight.

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