

SEO PERIODIC TABLE OF RANKING FACTORS 2021

Cr +3 Crawlability Internal links via HTML a tag set, no important URLs via robots.txt excluded, valid HTML & XML sitemap used.											Tf +3 Transactional Keyword Focus Keywords with transactional reference are used at important places in the content.									
In +3 Indexability All important URLs are indexable.	la +3 Information Architecture Hierarchical & logical structure of the website is given.											G +3 Google My Business GMB created & all fields carefully filled out & photos uploaded. Keep the information constantly up to date.	N +3 NAP Keep name, address & phone in all directory entries, including Google My Business, constantly updated and consistent.	R +3 Reviews Product reviews made possible for users & marked with Schema.org.						
Mi +3 Mobile Optimization Website is responsive & passes the Mobile-Friendly Test of Google.	Ns +3 Navigation Structure Intuitive & clear navigation including links to the most important directories of the website.											Bt +3 Backlink Quality Thematically matching links, which bring traffic over strong sources & content are built.	Lb +3 Local Backlinks Links from local sources such as newspapers, suppliers, etc. including mention of the city in the anchor text.	Lf +3 Local Keyword Focus At important places in the content the location (city) is mentioned.	S +3 HTTPS Website transmits, at least, sensitive customer data via an encrypted protocol.					
																Technical SEO	Local SEO	E-Commerce SEO	Negative SEO	
																Content & Images				
																OffPage SEO				
Ub +3 Usability Website is barrier-free for all users, fast, has clear structures & users are guided intuitively through the website.	Ca +3 Caching Browser caching enabled, cache runtime defined & file types to cache defined.	Cd +3 Click Depth All important pages of the website can be reached within a maximum of three clicks.	Ps +2 Page Speed Actual page load time is max. 3 seconds.	S +2 HTTPS Website transmits data via an encrypted protocol.	Ct +2 Canonical Tags Self-referenced Canonical Tag implemented or reference to duplicate page.	Hi +2 hreflang Implemented reciprocal hreflang annotations including valid ISO codes for duplicates in other languages & x-default variant.	Mt +3 Meta Title Contains main keyword & CTA & is max. ~55 characters or ~540 pixels long. Own brand name, if generally known, indicated.	Av +3 Added Value Content offers the reader significant added value.	Si +3 Search Intent Form of the information (video, table, list etc.) on the page corresponds to the search intention.	Il +3 Internal Linking Relevant keywords link internally, traceable for the crawler, to thematically related pages.	Da +3 Domain Authority External links established primarily from websites with high domain authority.	DI +2 Deep Links External deep links based on multi-value content - considered the relationship to startpage links.	R +3 Reviews (Positive) reviews about GMB & directories built up. Practice continuous valuation management.	Lc +2 Local Citations Company data in strong and for the industry relevant directories completely filled out.	Vh +2 Variations Handling Duplicate content avoided through concepts for handling product variants.					
Sd +2 Structured Data Supported, visible data on the site marked according to Schema.org guidelines - preferably in JSON-LD.	Bc +2 Breadcrumb Path navigation to hierarchically superior pages implemented on URL level & tagged with Schema.org.	Gz +2 gzip gzip command enabled for all files on the server.	Cs +2 CSS & JS-Files Under HTTP 1.1: All CSS & JS files each combined & minified.	Js +2 Javascript JS files loaded in footer. Async or defer used.	Hr +2 HTTP-Requests Server requests reduced by merging CSS & JS files (under HTTP 1.1) & loading images via lazy-loading.	H +2 HTTP/2 HTTP/2 enabled & transfer files using the faster protocol.	Kf +3 Keyword Focus URL focuses on one main keyword & its search intention.	E +3 EAT Developed trust, expertise and authority in your field for man & machine.	Md +2 Meta Description Accurate short description of the page, contains USP, CTA & is max. 160 characters long.	Ts +2 Text Structure Text with subheadings, if necessary lists & highlighting legibly structured.	Ad +2 Advertorials Advertorials published on high-reach websites that are thematically appropriate to your own site.	Ga +2 Guest Article Guest articles published on high-coverage blogs & magazines.	Lo +2 Local Content Content suitably localized by naming places of interest or known associations.	Sd +2 Structured Data Local data marked with the schema.org type "Local Business" including the "SameAs" property.	Sd +1 Structured Data Product data marked with the Schema.org type "Product" including all subtypes.					
W +2 WebP Images are output in fast WebP format. Fallback set up for browsers that do not support WebP format.	Ds +2 DNS Prefetch IP addresses of external JS files pre-resolved via DNS prefetch.	Pc +2 Preconnect IPs, TLS & TCP of external addresses & resources, primarily for certificates, pre-resolved via Preconnect.	Pf +2 Prefetch Resources (images / CSS / JS files) of next pages prefetched usefully.	Pr +2 Pre-render Used on landing pages with clear CTA & for split articles on several pages.	Ro +1 robots.txt robots.txt contains all crawling rules & references to the sitemap.xml. Max. 500kB in size.	Pl +1 Preload Urgently needed files like web fonts for next pages preloaded & FOUT effects avoided.	Fo +2 Featured Snippet Optimization (Sub-)heading picks up question & following paragraph answers it in max. 50 words or in table or list form.	Tx +2 Text Quality Content is grammatically & orthographically correct.	Aa +2 ALT Attribute Image including relevant keyword described within the ALT attribute.	Ra +2 Readability Technical terms & complexity of contents are adapted to target group.	La +2 Linkable Assets Target group oriented content produced & disseminated via multipliers like bloggers, influencers etc.	Do +1 Domain Popularity A large number of external links from different websites have been created.	Sb +2 Separate Business Pages Separate pages including all local SEO measures for each branch office.	Ss +1 Social Signals Established meaningful social channels - thereby generating ratings & mentions.	F +1 Filtered Search Filter links are masked via PRG patterns.					
Hv +1 Valid HTML HTML being used is error-free & complies with W3C guidelines.	A +1 AMP (news pages) News pages contain an AMP version for mobile devices.	C +1 CDN Internationally operating websites deliver up-to-date resources via a CDN.	LI +1 Lazy Loading Lazy loading activated for all images & videos not directly visible.	Cu +1 Cumulative Layout Shift Pictures, videos & advertising space dimensioned. This avoids layout shifts when loading the page.	Ud +1 URL-Design URL contains important keyword & is static, expressive & hierarchically structured. Contains no GET parameters.	Xs +1 XML Sitemap XML Sitemap contains all URLs to be indexed, divided into image & video sitemap if necessary. Max. 500kB in size or 50,000 URLs in count.	Uc +2 Unique Content Content relevant to the target group produced, including answers to important questions.	Fs +2 File Size Images compressed & WebP format used.	Fn +1 File Name File names of images contain relevant keywords.	Is +1 Image Size Size of the pictures are min. 320px & max. 1280px.	Br +1 Broken Link Building Strong backlinks of the competition, whose goals are no longer achievable, analyzed & replaced.	Ss +1 Social Signals Likes & Shares on own content acquired & mentions generated.	Bi 0 Bing Places Bing Places entry created & all fields carefully filled out & photos uploaded.	As 0 Apple Maps Apple Maps entry created & all fields carefully filled out & photos uploaded.	Fc +1 Faceted Search URLs with facet parameters are not indexed & excluded from crawling via robots.txt.					
Cl -3 Cloaking Avoid passing pages differently to user & search engine.	Bb -3 Buying Backlinks Do not rent, buy or lease external links.	Fr -3 Fake Reviews Do not fake ratings in the GMB, in directory entries or on your own website.	Hc -2 Hidden Content Example: White text on white background is not allowed.	Sa -2 Spamming Avoid massive backlink building, especially on weak, dubious websites.	Ks -2 Keyword Stuffing Avoid spamming of focused keywords in the content.	Co -2 Content Theft Do not steal content from other websites.	Le -2 Link exchange Avoid link exchange & link networks.	I -1 Intrusive Too many advertising banners drive users away & slow down loading times.												