Google Ranking Factors CHEAT SHEET

📍 On-Page SEO Factors

Ranking Factor	Basic/Advanced	Impact Level	Optimization Action
Title Tags	Basic	High	Keep under 60 characters, use primary keywords naturally.
Meta Descriptions	Basic	Medium	Write compelling, keyword-rich descriptions under 160 characters.
Header Tags (H1, H2, H3, etc.)	Basic	Medium	Use H1 for main title, H2 for subheadings, and structure content properly.
Keyword Placement	Basic	High	Use primary keyword in title, first 100 words, and subheadings.
Internal Linking	Advanced	High	Link related pages with keyword-rich anchor text.
External Linking (Outbound Links)	Basic	Medium	Link to authoritative sources for credibility.
URL Structure	Basic	High	Use short, clean URLs with keywords, avoid unnecessary parameters.
Image Optimization	Basic	Medium	Use descriptive filenames, alt text, and compressed images.
LSI Keywords (Latent Semantic Indexing)	Advanced	High	Use related keywords to enhance topic relevance.
Content Uniqueness	Basic	High	Avoid duplicate content; ensure originality.
Keyword Density	Advanced	Medium	Maintain natural keyword usage; avoid overstuffing.

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📍 *Technical SEO Factors*

Ranking Factor	Basic/Advanced	Impact Level	Optimization Action
Page Speed (Core Web Vitals - LCP, FID, CLS)	Advanced	High	Optimize images, enable caching, use a CDN.
Mobile-Friendliness	Basic	High	Ensure responsive design, test with Google Mobile-Friendly Test.
HTTPS Security (SSL Certificate)	Basic	High	Ensure all pages use HTTPS.
XML Sitemap	Basic	High	Submit an updated sitemap to Google Search Console.
Robots.txt & Crawlability	Advanced	High	Optimize robots.txt and check for crawl errors.
Structured Data (Schema Markup)	Advanced	Medium	Add schema markup for rich results.
Canonical Tags	Advanced	Medium	Use canonical tags to prevent duplicate content issues.
Hreflang Tags (for Multilingual SEO)	Advanced	Medium	Use hreflang for correct regional/language targeting.
Breadcrumb Navigation	Advanced	Medium	Improve site structure and navigation.
Lazy Loading of Images	Advanced	Medium	Load images only when needed for better speed.
Broken Link Management	Basic	Medium	Regularly check and fix broken links.
Server Response Time (TTFB - Time to First Byte)	Advanced	High	Optimize server and hosting performance.

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📍 Off-Page SEO Factors

Ranking Factor	Basic/Advanced	Impact Level	Optimization Action
Backlink Quality & Quantity	Advanced	High	Earn high-quality links from authoritative sites.
Anchor Text Distribution	Advanced	Medium	Ensure diverse, natural anchor texts in backlinks.
Social Signals & Content Sharing	Basic	Low	Encourage content sharing across platforms.
Domain Authority (DA) & Page Authority (PA)	Advanced	High	Build trust through quality backlinks.
Brand Mentions (With or Without Links)	Advanced	Medium	Increase online brand presence.
Guest Posting on Authority Sites	Advanced	Medium	Publish content on niche-relevant sites.
Forum & Community Engagement	Basic	Low	Provide value in relevant industry discussions.

📍 E-E-A-T & UX Factors

Ranking Factor	Basic/Advanced	Impact Level	Optimization Action
Authoritativeness (E-E-A-T)	Advanced	High	Showcase credentials, cite sources, build trust.
User Engagement (Dwell Time, CTR, Bounce Rate)	Advanced	High	Improve content quality, interactivity, and internal linking.
Navigation & UX Design	Basic	High	Create intuitive navigation and easy-to-use site structures.
Trust Signals (Privacy Policy, Terms of Service, Contact Info)	Advanced	High	Build credibility by being transparent and secure.

📍 Content Optimization Factors

Ranking Factor	Basic/Advanced	Impact Level	Optimization Action
Content Depth & Value	Basic	High	Write in-depth, informative, user-focused content.
Content Freshness (Regular Updates)	Advanced	Medium	Regularly update outdated content to stay relevant.
Keyword Research & Intent Matching	Basic	High	Target high-intent, relevant keywords for users.
Content-Length Best Practices	Advanced	Medium	Longer, well-structured content generally performs better.
Use of Bullet Points & Lists	Basic	Medium	Improve readability and user engagement.
Grammar & Readability	Basic	Medium	Ensure proper grammar, easy-to-read content.
Multimedia Usage (Videos, Infographics, etc.)	Advanced	Medium	Increase engagement with rich media content.
Featured Snippet Optimization	Advanced	High	Answer questions directly for better snippet chances.
Content Engagement Metrics (Time on Page, Bounce Rate)	Advanced	High	Improve formatting and readability for longer engagement.

📍 Local SEO Factors

Ranking Factor	Basic/Advanced	Impact Level	Optimization Action
Google My Business (GMB) Optimization	Basic	High	Fully complete and optimize GMB profile.
NAP Consistency (Name, Address, Phone)	Basic	High	Ensure consistent business information across directories.
Local Citations & Directory Listings	Basic	Medium	Get listed in authoritative local directories.
Customer Reviews & Ratings	Basic	High	Encourage and manage positive customer reviews.
Local Keyword Optimization	Advanced	High	Optimize content for location-based keywords.
Click-Through Rate for Local Searches	Advanced	Medium	Improve GMB descriptions and use enticing CTAs.

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Thank you

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Vinay Upadhyay
@digitalvinay