SERP Top Ranking Factors (Checklist)

This checklist is designed to help give you an estimation of how high your website's rank should be in a SERP, by mainly checking the factors of **Keyword Relevance** and **Page Importance**.

# Page Relevance [is mainly Keywords]

## On-page

* + 1. Site content relevant to targeted search query
       1. Theme of website = PKP
       2. Focus in the Home page on PKP
       3. Optimize pages with PKP, SKP and specific variations
       4. Irrelevant pages similar to Contact Us, optimize PKP only
       5. Use Keywords in the first 20 words of each first and last <p>
       6. Separate content onto as many pages (at least 200 words)
    2. Good folder structure and file naming
       1. 0 or 1 level deep
       2. Use keywords to name all file types (1 hyphen max)
       3. Changing the file names will place it in the GoogleSandbox
       4. For PDFs, create robot.txt to exclude them from crawling
    3. Smart Keyword Analysis: (3, 4 and 5-word phrases)
       1. Primary Keyword Phrase (PKP)
       2. Secondary Keyword Phrase (SKP)
       3. Specific Keyword Phrases (Relevant Keyword + PKP)
       4. PKP Variations
    4. Wise PKP & SPK placement
       1. in Domain-name & URL
          1. Domain name contains keywords
          2. URLs contain keywords (mod rewrite)
          3. .htaccess 301 Redirect your site (with/out www)
       2. in Titles
          1. <title> is first element after the <head>
          2. Fill it with "smart" keywords 9 words / 60 chars
          3. Home title starts with PKP & best SKP
          4. Include PKP in every title
          5. Each page-title should be unique
          6. Don't include company name (at the end only)
       3. Content
          1. Home (PKP & SPK)
          2. About Us, Contact Us…etc. (PKP)
          3. Products, Services…etc. (PKP & SPK)
       4. in HTML
          1. meta 160 chars description, make them click!
          2. h1, h2, h3, h4, h5, h6
          3. a
          4. p
          5. strong, em (in the first <p> only)
          6. alt
          7. option
          8. no Flash or Scripts in the way

## Off-page

* + 1. Keywords in links
       1. your link
       2. their links
    2. Relevant content & title of linking page

# Page Importance [is mainly Linking]

## On-page

* + 1. Google Sandbox
       1. Website age 6-24 months
       2. Updated once a month
    2. Hierarchical Linking
       1. All pages link back to Home (Use absolute URLs)
       2. Services pages link only to other relevant services pages
       3. Unimportant pages link back to Home only (e.g. About Us)
       4. Include Bread Crumbs (Tree links)
       5. Footer link only in some pages (avoid ROS links)
    3. Limiting Outgoing-links
       1. Add rel="nofollow" attribute to certain links
       2. Create a "Related Links" page for (Reciprocal Linking) with some content and described-links to relevant site content
    4. Advertising on Site
       1. Create a "Link to Us" code snippet in the Related Links page
       2. Link out to on-topic "Authoritative" and professional sites

## Off-page (PR)

* + 1. Linking-Sites evaluation
       1. Linking-page is indexed in Google
       2. Links are displayed in the cached version of the page
       3. View Source and check absence of:
          1. JavaScript links,
          2. link redirection,
          3. "nofollow"
          4. "meta noindex"
       4. Good PR of the linking-page
       5. Low Alexa traffic rating of the sites
       6. Many backlinks the site
       7. Links are few and in the same general category as yours
       8. Page allows to use your keywords for linking
    2. One-way Linking
       1. 3 to 5 different variations of your link-text
       2. Search directories (ODP, Yahoo, About,..etc )
       3. Publish Articles (use your link as a signature)
          1. Blogs, Forums and Newsgroups
          2. Write online Press Releases
       4. Donate to Non-profit Organizations (search in guidestar.org)
       5. Renting Links (if you can afford it)
          1. www.text-link-ads.com
          2. www.textlinkbrokers.com
       6. No free-for-all (FFA) sites and link farms
    3. Reciprocal Linking
       1. Multiple domains linking managed
          1. Point sub/domains to your website
          2. Host pointing domains on different Class C block
          3. No cross-linking or triangular linking
       2. Old backlinks text to your sites corrected
       3. Sites linking to your competitors' linking to yours
    4. Competition: get links from all sites that link back to the top 3 sites
       1. Copy the same percentage of link text variations
       2. Copy the same titles of the #1 site for your important pages
    5. Website Monitor & Linking follow-up checklist:
       1. Traffic Stats
       2. Typed Keywords
       3. Search Engines
       4. Referrals (sites bringing traffic)
       5. Favicon Bookmark Traffic
       6. Page Views
       7. Click/Visitor Path
       8. Exit Page
       9. Length of Session
       10. Site Ranking
       11. Number of Indexed Pages:   
           site:www.YourDomain www.Yourdomain
       12. Number Incoming Links:   
           linkdomain:www.YourDomain -site:www.YourDomain
       13. Reciprocal links should be less than 50% of your backlinks
       14. Try to get 20 links each week