



Ecomstor SEO – Google Ranking SEO Factors



Logistica Solutions produces three (3) e-commerce software solutions:

Ecomstor SEO, Ecomstor SEO Suite, Integrazon, Interpristor and Interpriseo.



- Ecomstor - 3rd generation e-commerce based on the osCommerce platform
- Integrazon - Take existing applications and integrate with over 50 other web-based internet applications.
- Interpristor – Enterprise-grade solutions with ability to process all freight delivery methods - National Parcel, LTL, TL, Intermodal and International Parcel, LTL, Cargo.

Google Ranking SEO Factors Checklist

<p>1. Positive ON-Page SEO Factors 3. Positive OFF-Page SEO Factors</p>	<p>2. Negative ON-Page SEO Factors 4. Negative OFF-Page SEO Factors</p>
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There are over 200 SEO factors that Google uses to rank web pages for its search engine results (SERPs). What are the search engine optimization rules? Here is the speculation: educated guesses by SEO webmasters on top webmaster forums. Should you wish to achieve a high ranking, the various confirmed and suspected Google Search Engine Optimization (SEO) rules are listed below.

Note: the SEO rules listed below are NOT listed by weight nor by any presumed relevance. That exercise is left up to the reader.

1. Alleged POSITIVE ON-Page SEO Google Ranking Factors (38)
 (Keep in mind the reverse, of course; when violated, some of these factors immediately jump into the **NEGATIVE On-Page** Ranking Factors domain.)
 The term "Keyword" below refers to the "Keyword Phrase," which can be one word or more.

Ecomstor SEO Feature	Factor #	POSITIVE ON-Page SEO Factors	Brief Note
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		KEYWORDS	
	1	Keyword in URL	First word is best, second is second best, etc.
	2	Keyword in domain name	Same as in page-name-with-hyphens
		Keywords - Header	
	3	Keyword in title tag	Keyword in title tag - close to beginning Title tag 10 - 60 characters, no special characters.
	4	Keyword in description meta tag	Shows theme - less than 200 characters. Google no longer "relies" upon this tag, but will often use it.
	5	Keyword in keyword meta tag	Shows theme - less than 10 words. Every word in this tag MUST appear somewhere in the body text. If not, it can be penalized for irrelevance. No single word should appear more than twice.
		Keywords - Body	
	6	Keyword density in body text	5 - 20% - (all keywords/ total words) Some report topic sensitivity - the keyword spamming threshold % varies with the topic.
	7	Individual keyword density	1 - 6% - (each keyword/ total words)
	8	Keyword in H1, H2 and H3	Use Hx font style tags appropriately
	9	Keyword font size	No weighting
	10	Keyword proximity (for 2+ keywords)	Directly adjacent is best
	11	Keyword phrase order	Does word order in the page match word order in the query? Try to anticipate query, and match word order.
	12	Keyword prominence (how early in page/tag)	Can be important at top of page, in bold, in large font
		Keywords - Other	
	13	Keyword in ALT text	Should describe graphic - do NOT fill with spam.
	14	Keyword in links to site pages (anchor text)	Links out anchor text use keyword?



		NAVIGATION - INTERNAL LINKS	
	15	Links to internal pages- keywords	<p>Link should contain keywords.</p> <p>The filename "linked to" should contain the keywords.</p> <p>Use hyphenated filenames, but not long ones - two or three hyphens only.</p>
	16	All internal links valid?	Validate all links to all pages on site.
	17	Efficient, tree-like structure	Try to reach every page with two clicks. No page deeper than four clicks.
	18	Intra-site linking	Appropriate links between lower-level pages
		NAVIGATION - OUTGOING LINKS	
	19	Links to external pages- keywords	<p>Link only to good sites. Do not link to link farms.</p> <p>CAREFUL - Links can and do go bad, resulting in site demotion. Unfortunately, you must devote the time necessary to police your outgoing links - they are your responsibility.</p>
	20	Outgoing link anchor text	Should be on topic, descriptive
	21	Link stability over time	Avoid "Link Churn"
	22	All external links valid?	Validate all links periodically.
	23	Less than 100 links in total	Google says <u>limit to 100</u> , but readily accepts 2-3 times that number. ref 2k
		OTHER ON-Page Factors	
	24	Domain Name Extension Top Level Domain - TLD	<p>.gov sites seem to be the highest status</p> <p>.edu and .org sites seem to be given higher statuses</p>
	25	File Size	<p><i>Try not to exceed 100K page size (though some subject matter, such as this page, requires larger file sizes).</i></p> <p><i>Smaller files should be less than 40K (lots of them</i></p>












	26	Hyphens in URL	<p><i>Preferred method for indicating a space, where there can be no actual space.</i></p> <p><i>One or two = excellent for separating keywords (i.e., pet-smart, pets-mart)</i></p> <p><i>Four or more = BAD, starts to look like spam</i></p> <p><i>Ten = identified as spam; demotion probable</i></p>
	27	Freshness of Pages	<p>Google patent - changes over time</p> <p>The newer the better - if news, retail or auction</p>
	28	Freshness - Amount of Content Change	New pages - ratio of old pages to new pages
	29	Freshness of Links	<p>Google patent - may be good or bad</p> <p>Excellent for high-trust sites</p> <p>May not be so good for newer, low-trust sites</p>
	30	Frequency of Updates	Frequent updates = frequent spidering = newer cache
	31	Page Theming	<p>Page exhibit theme</p> <p>General consistency</p>
	32	Keyword stemming	E.g., stem, stems, stemmed, stemmer, stemming, stemmist, stemmification
	33	Applied Semantics	Synonyms, CIRCA white paper
	34	LSI	Latent Semantic Indexing - speculation, no proof
	35	URL length	Keep it minimized - use somewhat less than the 2,000 characters allowed by IE. Around 100 is good; less than that is even better.
OTHER ON-SITE Factors			
	36	Site Size - Google likes big sites	Larger sites are presumed to be better funded, better organized, better constructed, and therefore better sites. Google likes LARGE sites, for various reasons, not all positive.
	37	Site Age	Older is best. Old is golden.
	38	Age of page vs. age of site	<p>Age of page vs. age of other pages on site</p> <p>Newer pages on an older site will get faster recognition.</p>
<p>Note: For ALL the POSITIVE On-Page factors listed above, PAGE RANK can override them all. So can Google-Bombing.</p>			





2. Alleged Negative ON-Page SEO Google Ranking Factors (24)

Note	Factor #	NEGATIVE ON-Page SEO Factors	Brief Note
	39	Text presented in graphics form only No ACTUAL body text on the page	Text represented graphically is invisible to search engines.
	40	Affiliate site	OK
	41	Over optimization penalty (OOP)	Penalty for over-compliance with well-established, accepted web optimization practices. Too high keyword repetition (keyword stuffing) may get you the OOP. Overuse of H1 tags has been mentioned. Meta-tag stuffing.
	42	Link to a bad neighborhood	Don't link to <u>link farms, FFAs (Free For All's)</u> Also, don't forget to check the Google status of EVERYONE you link to periodically. A site may go "bad," and you can end up being penalized, even though you did nothing.
	43	Redirect thru refresh meta tags	Don't <i>immediately</i> use meta refresh to send your visitor to another page other than the one he/ she clicked on.
	44	Vile language - ethnic slur	You decide. I always want to try to put my best foot forward.
	45	<u>Poison words</u>	The word "links" in a title tag has been suggested to be a bad idea.
	46	<u>Excessive cross-linking</u>	Within the same C block (IP=xxx.xxx.CCC.xxx) If you have many sites (around more than 10) with the same web host, prolific cross-linking can indicate more of a single entity, and less of democratic web voting. Easy to spot, easy to penalize.
	47	Stealing images/ text blocks from another domain	Copyright violation - Google responds strongly if you are reported.
	48	<u>Keyword stuffing threshold</u>	If this occurs in body, meta tags, alt text, etc., it leads to automatic demotion.







	49	Keyword dilution	Targeting too many unrelated keywords on a page would detract from theming and reduce the importance of your REALLY important keywords.
	50	Page edit - can reduce consistency	Google is now switching between a "newer" cache, and several "older" caches, frequently drawing from BOTH at the same time. This was possibly implemented to frustrate SERP manipulators. Did your last edit substantially alter your keywords or theme? Expect noticeable SERP bouncing.
	51	Frequency of Content Change	Too frequent = bad
	52	Freshness of Anchor Text	Too frequent = bad
	53	Dynamic Pages	Problematic. Know pitfalls: shorten URLs, reduce variables.
	54	<u>Excessive Javascript</u>	Don't use for redirects or for hiding links.
	55	Flash page - NOT	Most SE spiders can't read Flash content. Provide an HTML alternative, or experience lower SERP positioning.
	56	Use of Frames	Spidering <u>Problems with Frames</u> - STILL [?]
	57	Robot exclusion "no index" tag	Intentional self-exclusion
	58	Single pixel links	A red flag - one reason only - a sneaky link
	59	Invisible text	(The text is the same color as the background, and hence cannot be seen by the viewer, but can be visible to the search engine spiders.) I believe Google does penalize for hidden text, since it is an attempt to manipulate rank. However, they don't catch everyone.
	60	Gateway, doorway page (I see changes here: not only does the doorway page disappear, but the main page gets pushed down, as well. This is a welcome fix.)	OK - No penalty, though <u>Google advises against this.</u> Google used to reward these pages. Multiple entrance pages in the top ten SERPs - I see it daily. There they are at #2, with their twin at #5 - 6 months now. Reported numerous times.
	61	Duplicate content (yours)	OK - No penalty - <u>Google advises against this.</u> Google picks one (usually the oldest), and shoves it to the top, and pushes the second choice down. This has been a big issue with stolen content - the thief usurps your former position with YOUR OWN content.



	62	HTML code violations (The big G does not even use DOCTYPE declarations, required for <u>W3C</u> validation.)	Doesn't matter - Google advises against this. Unless of course, the page cannot be repaired. Simple HTML verification is NOT required (but advised, since it could contribute to your page quality factor - PQF).
	119	<u>Phrase-based ranking</u> , filters, penalties	Do not use phrases that have been associated and correlated with known spamming techniques, or you will be penalized.

3. Alleged POSITIVE OFF-Page SEO Google Ranking Factors (43)

Note	Factor #	POSITIVE OFF-Page SEO Factors	Brief Note
INCOMING LINKS:			
	63	Page Rank	Based on the number and quality of links to your site. Google link reporting continues to display just a small fraction of your actual backlinks, and they are NOT just greater than PR4 - they are mixed.
	64	Total incoming links ("backlinks")	Historically, FAST counted best (www.alltheweb.com). In Yahoo search, type in: linksite:www.domain-name.com linkdomain:www.domainname.com Try MSN - http://beta.search.msn.com Use link:www.domainname.com <u>Current TYPICAL Backlink Reporting Ratios -</u> Google - 30 links MSN - 1,000 links Yahoo - 3,000 links
	65	Incoming links from high-ranking pages	In 2004, Google used to count (report) the links from all PR4+ pages that linked to you. Google markedly upgraded (increased) the number of links that they report.
	66	Acceleration of link popularity	Link acquisition speed boost - speculative Too fast = artificial? Cause of -30 penalty?



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Sandbox penalty imposed if new site?

FOR EACH INCOMING LINK :

			Sandbox penalty imposed if new site?
FOR EACH INCOMING LINK :			
	67	Page rank of the referring page	Based on the quality of links to you
	68	Anchor text of inbound link to you	Contains keyword, key phrase? #1 result in SERP does not need to have the keyword(s) on the page <i>anywhere</i> . What does that tell you? (Enables <u>Google-bombing</u> - search for "miserable failure")
	69	Age of link	Google patent: Old = Good.
	70	Frequency of change of anchor text	Google patent: Not good. Why would you do that?
	71	Popularity of referring page	Popularity = desirability, respect
	72	# of outgoing links on referrer page	Fewer is better - makes yours more important
	73	Position of link on referrer page	Early in HTML is best
	74	Keyword density on referring page	For search keyword(s)
	75	HTML title of referrer page	Same subject/ theme?
	76	Link from "expert" site?	Google patent - Big time boost (<u>Hilltop Algorithm</u>)
	77	Referrer page - same theme	From the same or related theme: <i>better</i>
	78	Referrer page - different theme	From different or unrelated theme: <i>worse</i>
	79	Image map link	Problematic?
	80	Javascript link	Problematic- attempt to hide link?
	DIRECTORIES:		
	81	DMOZ Directory Editors	Google's directory comes straight from the DMOZ directory. Try to get into DMOZ.
	82	DMOZ category	Theme fit category/general or geographic category. Both are possible and acceptable.
	83	Yahoo Directory	Big boost - you can get in by <u>paying \$299 each year</u> . Opinions are mixed as to whether or not this is worth it.



	84	LookSmart Directory	Another great boost for your site.
	85	Inktomi	Inktomi has been absorbed internally by Yahoo.
	86	Site listed in other directories (About, BOTW, etc.)	Directory listing boost (if other respected directories link to you, this must be positive)
	87	Expert site?	Large-sized site, quality incoming links
	88	Site Age - old shows stability	Boost for long-established sites, new pages indexed easily. The opposite of the sand box.
	89	Site Age - very new boost	Temporary boost for very new sites - I estimate that this boost lasts from 1 week to 3 weeks - Yahoo does it too.
	90	Site Directory - tree structure	Influences SERPs - logical, consistent, conventional
	91	Site map and more site map	Complete - keywords in anchor text
	92	Site Size	Previously, many pages preferred - conferred authority upon site, thus page. Bigger sites = better SERPs. Now, fewer pages preferred, due to proliferation of computer-generated pages. Google has been dropping pages like crazy.
	93	Site Theming	Use a site exhibit theme, many related terms, a keyword suggestion tool, and a thesaurus.
PAGE METRICS - USER BEHAVIOR:			
	94	Page traffic	Number of visitors, trend
	95	Page Selection Rate - CTR	How often is a page clicked on?
	96	Time spent on page	Relatively long time = indicates relevance hit
	97	Did user bookmark page?	Bookmark = Good
	98	Bookmark add/ removal frequency	Recent = Good
	99	How they left, where they went	Back button, link clicked, etc.
SITE METRICS - USER BEHAVIOR: Currently implemented through the Google tool bar			
	100	<u>Site Traffic</u>	# of visitors, increasing trend = good
	101	Referrer	Have an authoritative referrer
	102	Keyword	Keyword searches used to find you







	103	Time spent on domain	Relatively long time = indicates relevance hit. Add brownie points.
	-	DOMAIN OWNER BEHAVIOR :	
	104	Domain Registration Time	Domain Expiration Date Five-year registration: Google knows you are serious. One-year registration: Google considers you a throw-away domain.
	105	Are associated sites legitimate?	No spam, ownership, etc.

4. Alleged NEGATIVE OFF-Page SEO Google Ranking Factors (13)

Note	Factor #	NEGATIVE OFF-Page SEO Factors	Brief Note
	120	Traffic Buying	Have you paid a company for web traffic? It is probably low quality traffic, with a zero conversion rate. Some providers of traffic for traffic's sake may be considered "bad neighborhoods."
	106	Temporal Link Analysis	In a nutshell, old links are valued, and new links are not. This is intended to thwart rapid incoming link accumulation, accomplished through the tactic of link buying. (Another sandbox factor)
	107	Change of Meanings	Query meaning changes over time due to current events.
	108	Zero links to you	You MUST have at least 1 (one) incoming link (back link) from some website somewhere, that Google is aware of, to remain in the index.
	109	Link-buying	Google hates link-buying because it corrupts their PR model in the worst way possible. 1. Does your page have links it really doesn't merit? 2. Did you get tons of links in a short time period ? 3. Do you have links from high-PR, unrelated sites?
	110	Prior Site Ranking	High = Good
	111	Cloaking	Google <u>promises to ban</u> cloaking (i.e., presenting one webpage to the search engine spider and another webpage to everybody else)
	112	Links from bad neighborhoods, affiliates	Google says that incoming links from bad sites can't hurt you, because you can't control them. Ideally, this would be true. However, some speculate otherwise, especially when other



			associated factors such as web rings are thrown into the mix.
	113	Penalties - resulting from domain hijacking (work with Google to fix)	Should result in imprisonment. Grand theft, mandatory minimum sentence. The criminal copies your entire website and hosts it elsewhere with a few changes.
	114	Penalty - Google TOS violation	WMG is the worst offender - gobbles up tons of Google server time by nervous webmasters. Google even <u>mentions them by name</u> . Google may penalize you when you cross the threshold of, say, 100 queries per day for the same term from the same IP. Google can block your IP. Get a Google API.
	115	Server Reliability - S/B >99.9%	What is your uptime? Ever notice a daily time when your server is unavailable, like about 1:30 AM? How diligent must Googlebot be? This is the worst reason to get dropped - you just aren't there! An ISP maintenance interruption can cause delisting.
	117	Rank Manipulation by Competitor Attack (1. Content theft causing you to get a duplicate content penalty, even though your content is the original. Google has problems tracking original authorship. However, people are still stealing my content, but still nobody trumps me (in Google search engine results) - hats off to Google.) Examples - <u>Site-Wide Link Attack</u> and <u>302 Redirect Attack</u> and <u>Hijacker Attack</u>	Impossible by Google definition (except for a few nasty tricks, like making your competition appear to be link spammers). Ideally, there SHOULD be nothing that your competition can do to directly hurt your rankings. However, an astute observer noticed that Google changed their website. Old verbiage = "There is nothing a competitor can do to harm your ranking ..." New verbiage = "There is <u>almost nothing</u> a competitor can do to harm your ranking..." An obvious concession is that Google thinks that at least some dirty tricks work! Of course, there will always be new ones!