

# Hannush Web SEO Research

---

## On-Site Ranking Factors

- **Title Tags**
  - Keywords at the beginning of the title tag have the highest power
  - Keywords anywhere else in the title tag still have power too
  - Every page should have a unique title tag
  - The page-specific title should come first, followed by the global site title
- **URL**
  - Keywords in the domain name (keyword.com) have the highest power
  - Keywords can also be placed as folder names and page names
  - The closer to the beginning of the URL the more power will be given
  - Always use hyphens in file names and folders instead of underscores
- **Headline Tags**
  - Keywords at the beginning of the H1 tag have the highest power
  - Keywords anywhere else in the H1 tag still have power too
  - Although not as powerful, the same holds true for the other headline tags as well
  - Styles should be setup based around headline tags
- **Links**
  - Keywords in internal link anchor text (keywords in links from one page to another)
    - Internal links can actually help improve power. If every page on your site links to the contact us page, the contact us page actually has more power than other links which may only be linked to from a single page on your site.
  - Keywords in external link anchor text (keywords in links from your site to another site)
    - Linking to reputable, trustworthy external sites can help

- **Content**

- Existence of substantive, unique content on the page
- Recency (freshness) of the page
  - This is becoming a bigger part of the algorithm more recently – new blog posts, for example, may appear near the top of the searches for the first day, and then seem to slowly slide off as they get older.
- Historical content changes (how often the page content has been updated)
- Keywords in the first 50-100 words in HTML on the page
- Keyword use / number of repetitions in the HTML text on the page
- Ratio of code to text in HTML
  - This doesn't directly affect rankings, but can improve load times which does improve rankings
- HTML Validation to W3C Standards
  - This doesn't directly affect rankings, but can improve the user experience (as your site will look better in multiple browsers if it follows standards)

- **Images**

- Keywords in the image alt tag
- Keywords in the image file name (keyword.jpg)

- **Other Tags**

- Keywords in <strong> tags are given extra power
- Keywords in <li> tags are given extra power
- Keywords in <em> tags are given extra power

- **Meta Tags**

- Keywords in the meta description actually have more power than the meta keywords

- A good meta description can also help with click-through rates
- Keywords in the meta keywords can't hurt, but it doesn't appear to help either

## Off-Site Ranking Factors

- **External Sites Linking To Your Site (Probably the single biggest aspect of SEO)**
  - Keywords in anchor text
  - Popularity of external links (quantity/quality of external links)
  - Diversity of link sources (links from many unique root domains)
  - External links from topically relevant pages/sites are given more power
  - The page being linked to from external sites should have topical relevancy
  - If possible, get links from .edu, .gov, and .mil sites – these will have more power
- **TrustRank**
  - Whether the individual page has earned links from trusted sources
- **PageRank**
  - Based on global link popularity
- **Domain / Hosting**
  - Length of domain registration
  - Domain registration history – how long it's been registered to the same party, number of times renewed, etc
    - Recent changes to domain registration ownership, especially if the domain has been allowed to expire, impact the results extremely negatively
  - Server/hosting uptime
  - Hosting information – what other domains are hosted on the server/c-block of IP's