

# **Orange County SEO Review of Search Engine Ranking Factors**

## **- Website Technology**

<http://www.ocseo.com>

OnPage Technology: Static Quality Elements

- Layout: content above the fold, utilize white-space, avoid ad redundancy
- Code Compliance: fix deprecated code, w3 validated -> validator.w3.org
- Site Architecture: strong internal linking, easy navigation, siloing
- Text Optimization/Quality: grammar, length, semantic relationships, relevance
  
- Image Optimization: size, resolution, file name, tagging, schema
- Video Optimization: file naming, description, captions, tagging, schema
- Meta Optimization: title, desc, open graph data
- Structured Data: schema, rich snippets, tagging
  
- About Us Page: company information, officers, mission statement, etc
- Policy Pages: Privacy Policy, Terms & Cond., Shipping/Returns
- Contact Us Page: Business name, address, phone, email, contact info.

Trends regarding onpage technology have become more pronounced.

It is fundamental for good rankings to include all onpage factors, especially when technical parameters of the site are concerned.

Search engines do not seem to favor pages that meet certain onpage criteria, rather the absence of these criteria have a negative effect on the ranking.

Top ranking websites show positive correlation for all these factors, and a negative correlation for their absence.

Meaning, the presence of certain onpage technical factors is a basic requirement for ranking on the first pages of SERPs.

Content Quality & Use of Rich Media providing to trump other factors.

User-engagement metrics emerging as dominant factor (dependent on site quality)

Social Signals playing very strong role in high rankings.

Link Metrics continue to be absolutely necessary for high rankings as well.

Well structured websites with clean code and fast load times perform better than those that without.

# Search Engine Ranking Factors – Hierarchy of Importance.

