

Periodic Table of SEO & KEYWORD SUCCESS FACTORS

Vx
Violation

Cx
Content

Hx
HTML

Ox
Off-Page

Sx
Social

Content marketing generates

3X LEADS

as traditional marketing, but costs*

62% LESS

CONTENT QUALITY IS KING!

When placing your content, think about these three things before you begin.

- RELEVANCE
- ACCURACY
- IMPACT

D Double URL -3	CONTENT QUALITY IS KING!										Sr Referrals +2				
Vp Paid -2	Cq Quality +3	RELEVANCE										Ot Trust +2	On Numbers +2	Oa Authority +2	Sp Reputation +2
Vh Hidden -1	Cf Fresh +2	ACCURACY										Oe Engaged +2	Om Magnitude +2	Os Syndicated +1	S+ Google + +2
V04 404 Errors -1	Cv Vertical +1	Ci Images +3	Hu URL Titles +2	Hc Crawl +2	Hw W3C Certified +2	Hi Layout +3	Ha Architecture +2	Oh History +1	Or Repeat Traffic +2	Oz DMOZ Listed +1	Ss Shares +2				
Vr Redirect -1	Cr Research +1	Cv Video +2	Hh HTTPS +1	Hm Mobile +1	Hd Domain Trust +1	Hp Page Rank +2	Hq Quantity +1	Oi Identity +1	Od Direct Traffic +1	Og .GOV Links +1	Sm Mentions +2				
Vs Stuffing -1	Ck Keywords +1	Cl Links +1	Ht Tags +1	Hs Speed +1	Hu Site Updates +2	Hb Breadcrumb +1	Ho Outbound +1	Ol Locality -0	Ob Backlinks -0	Ox Excessive Traffic -1	Sl Likes +2				
Va Advertising -1	Ca Answers +1	WHY? SEO leads have a 14.6% close rate, while outbound leads (like direct mail or print advertising) have a 1.7% close rate.**													

KEYWORD BRAINSTORMING

What is the average customer looking for; on the site, on my profile page, in my blog post, in the project description?

What question is our customer asking?

What terminology describes the problems we solve?

What related stories can I find in my own search effort?

H
Happy
1. Impact
Symbol
Descriptor

PEOPLE +

Pe Images +3	Pel Links +3	Pea Active +3	Peb Blog Posts +2	Pes Social +2
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PROJECTS +

Prs Slideshow +2	Prv Video +3	Pr Press +3	Pra Awards +1	Pri Internal Links +2
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* According to Hubspot Marketing, 2016. ** According to Search Engine Journal, 2016.