

SEO - HOW IT WORKS



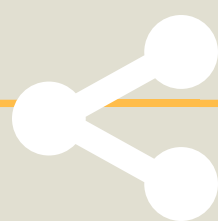
5,2%

Features like Domain name length, HTTP Response time etc.



6,98%

Features like exact match domains, partial keyword matches etc.



7,24%

Social Metrics like Facebook Shares, Twitter Retweets etc.



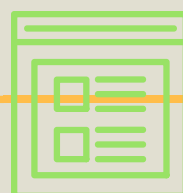
8,06%

User, usage & traffic/ Query data eg. traffic, usage signals from browsers, CTR of queries etc.



8,59%

Domain-level brand features eg. offline usage of brand or domain name/ domain in news/ media/ press



9,8%

Page-level, Keyword (KW) features eg. content length, readability, uniqueness, load speed etc.



14,94%

Page-level KW & Content Features eg. topic - modeling scores on content, content quantity, relevance etc.



19,15%

Page-Level Link features, eg. PageRank, TrustRank, quantity of links, anchor text distribution, quality of link sources etc.

Keyword

20,94%

Domain level, link authority features, eg. quantity of links to the domain, trust/ quality of links to the domain, PageRank etc.

Inspired by Moz (<https://moz.com/learn/seo/what-is-seo>)