

General Ranking Factors

Rank Correlations Top20

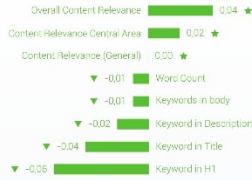
Google.com

TRENDS TO 2016

- ▲ Up
- ▶ Same
- ▼ Down
- ★ New Feature
- ★ New Calculation



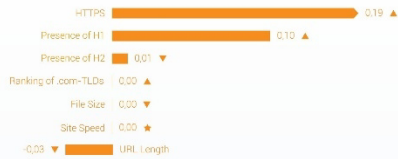
CONTENT



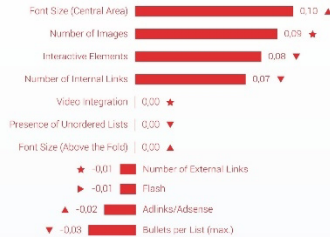
USER SIGNALS



TECHNICAL



USER EXPERIENCE



SOCIAL SIGNALS



BACKLINKS



Download the complete whitepaper at searchmetrics.com/ranking-factors