

# Ranking Guidelines



## Side Menu

Google evaluates user's website experience as its main ranking factor. The higher the engagement the better the ranking. To keep your visitors on your site provide links that complement their initial query.



## Share online

Give your visitors the option of sharing your content online and become your brand advocate. Add social media buttons and a sign up form.



## Meta-tags

Meta title and meta-description still count as they are displayed in SERP. Providing a title and a description that compell users to click will separate your website from those of your competitors.

## Main Content

Users clicked on your link and are now on your webpage. The main body should provide the answer to their question and satisfy the SERP expectation.

Elements that make the user experience more satisfying include both content and style elements such as bold titles, high-quality images, videos, a navigational menu, big fonts and clear background.



## Keywords

Thanks to AI improvements, Google can now score pages based on User Intent rather than on specific keywords.

Google can now match queries with webpages even when the main keyword is a synonym.

## External Links

While it's a good idea to keep your visitors on your webpage, links pointing to authoritative sites provide evidence of a reputable, non-spammy website.

## Are you the best?

Finally, consider your competition. Are they providing a better answer? As long as your competitors are offering a better answer to the user's initial query, you'll never rank on top in SERP.

## Review Goals

Before starting any website page, consider the business objective. Write down the goal each page should achieve - from welcoming a new user, to describing the latest product.

## Audience Query

Now that you know your business goal, consider what type of queries your audience would look for.

If you are addressing a non-technical audience for technical topics, keep in mind that there might be a gap between your audience query (non-technical) and your content (technical).

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SEO Factor	Poor	Medium	Good	Excellent
<b>Expertise</b>	The author is not an expert on the topic.	The author is quite knowledgeable but the information provided doesn't satisfy the query fully.	The author is an expert but the information provided doesn't contain supportive data or lacks depth.	The author is an expert and provides in-depth information in the form of text, images, video and supportive links.
<b>Authority</b>	The site has been flagged as spam or has no reputation on any topic.	The author is not an authority on the topic but has sufficient expertise to provide a satisfying answer to the user's query.	The author or website is knowledgeable but not a recognized expert. The author or website are not highly cited.	The author or website has a highly favorable reputation. They have been cited and linked back by several authoritative sites.
<b>Trustworthiness &amp; Reputation</b>	The website has been flagged as malicious by users. No contact details provided by the webmaster.	Mostly positive reviews. Site is not flagged as spam.	Negative comments represent a strong minority.	The site is linked back by many authoritative sites and has a high user engagement.
<b>Comprehensive</b>	The page has little content or no content at all.	The page has just enough content to answer the main question.	The page answers the main question and is written by a knowledgeable author.	The page answers the question fully, provides additional information and is written by an expert.
<b>Text</b>	The amount of text is unsatisfying for the purpose of the page. It appears poorly written and unprofessional.	The amount of text almost satisfies the user's query	The amount of text satisfies the user's query and provides additional details	The amount of text satisfies the user's query fully - it's well written by a recognized expert.
<b>Title</b>	The title is shocking, unsupported, not relevant.	The title is generic and doesn't represent the main content fully.	The title represents the page main content and satisfies the user's expectations.	The title is intriguing, well-crafted and in-line with the page main content.
<b>Media [images, videos, PDFs, calculator, game, map]</b>	Media is absent, irrelevant, broken, or of poor quality.	Media is present but doesn't enrich the user experience.	Media is of high-quality and contributes to the user's experience.	Media is of the best quality and enriches the user experience.
<b>Internal &amp; External Links</b>	The links are broken, difficult to use, irrelevant, or even harmful.	Links are present and useful. But limited in number or quality.	Links send users to additional information - supportive evidence, citations, additional readings.	In addition to a comprehensive text, the webpage contains links to authoritative sources
<b>Navigation Menu</b>	Absent or difficult to find/use.	The website navigation menu is present but is limited to essential pages (homepage, contact, blog...)	The navigation menu and the side menu are present. They both link to useful, relevant pages but they don't score high on EAT.	In addition to the top navigation menu, the page presents a side menu with links to relevant resources.
<b>Does the page answer the question?</b>	No, the page contains a useless result or is poorly written.	The page is on-topic but light on content. A little amount of text is provided and not developed in-depth.	The page answers the query, is media-rich but it doesn't score high on EAT.	The page fully answers the query, shows a high level of EAT and is media-rich.