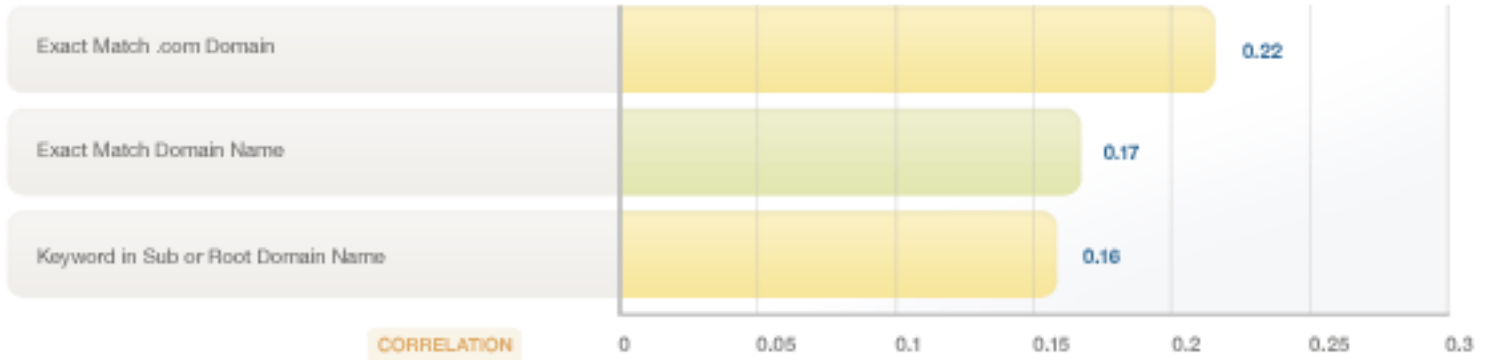
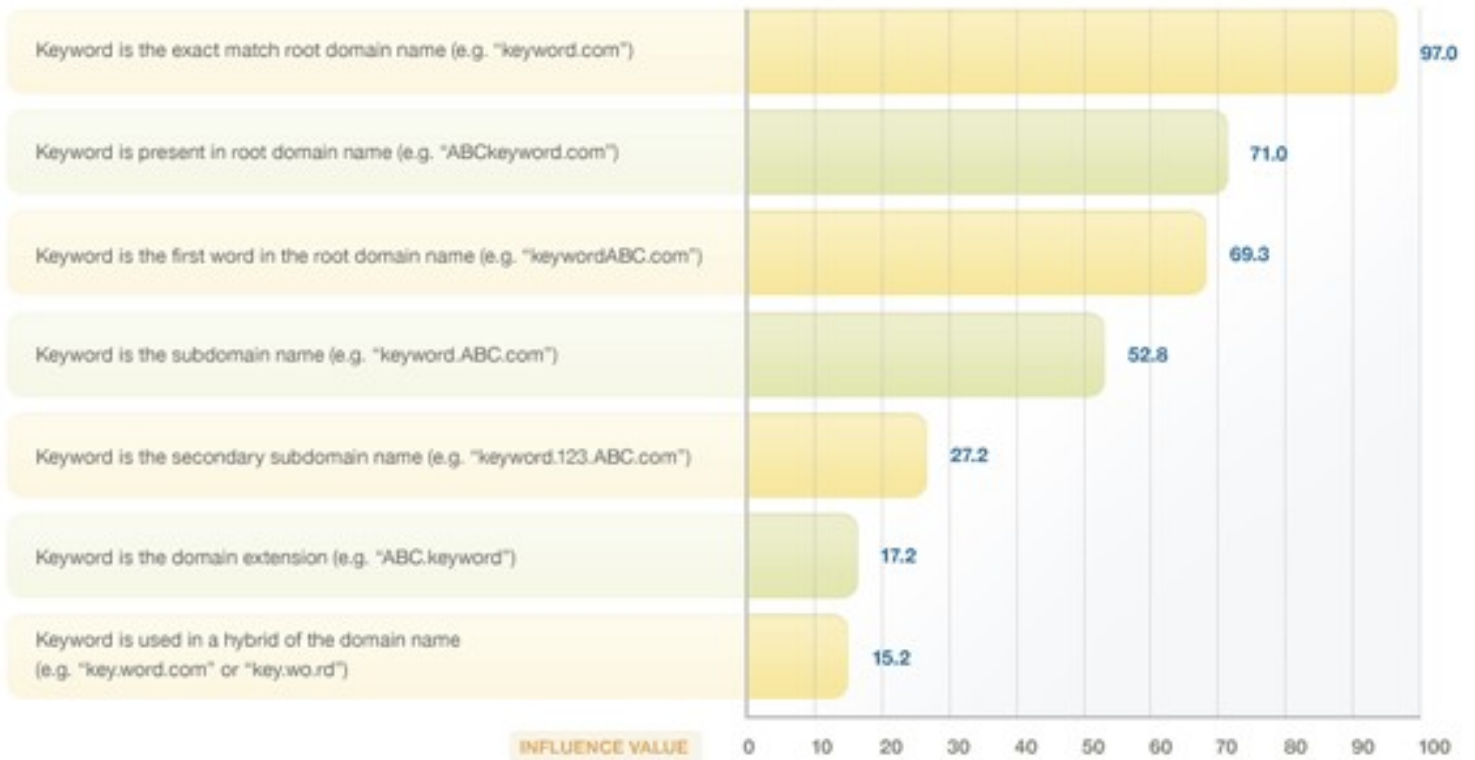


2011 Search Engine Ranking Factors

Domain Level Keyword Usage



Domain Level Keyword Usage



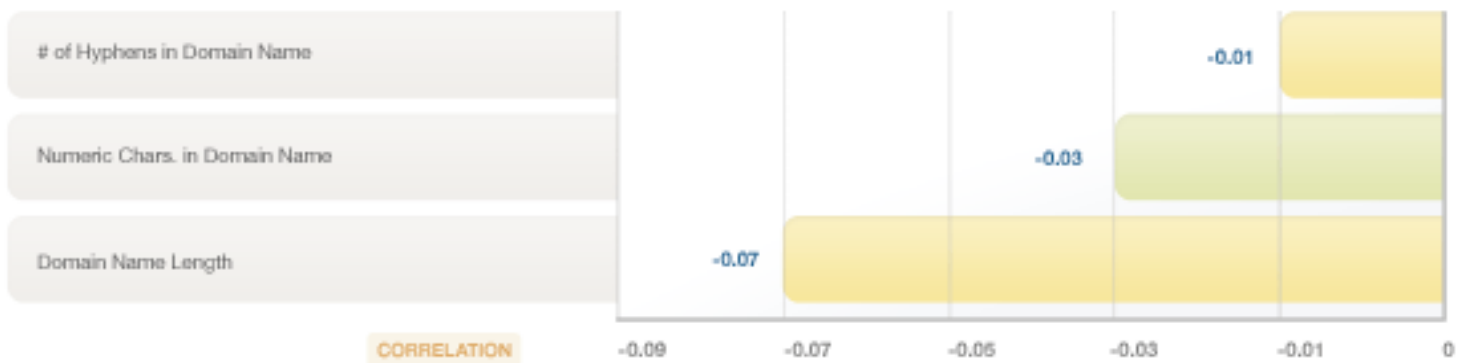
Domain Level Link Authority



Domain Level Link Authority



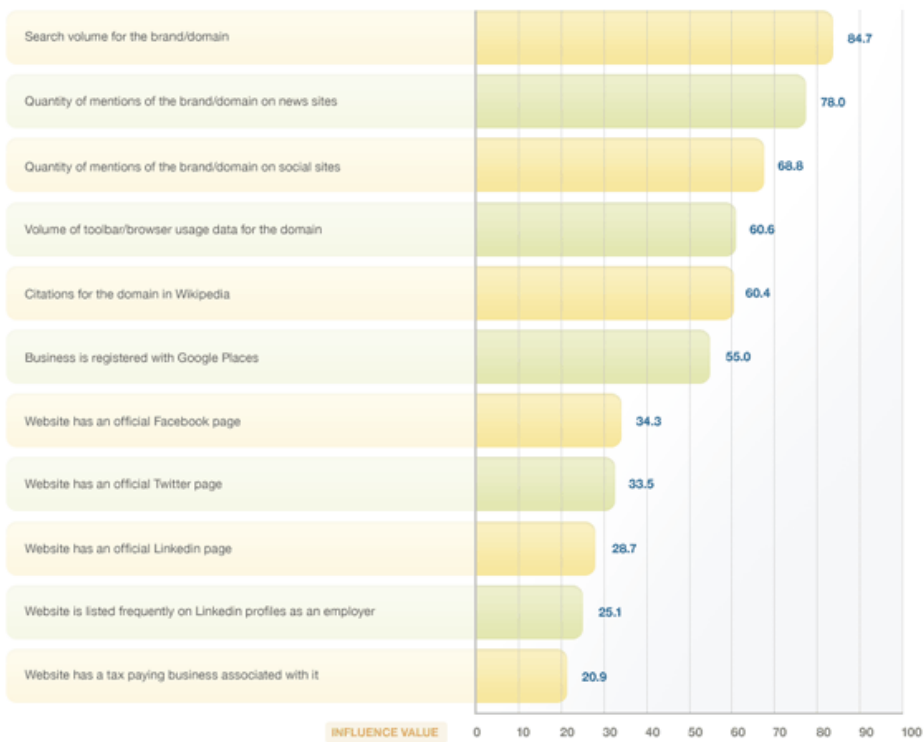
Domain Level Keyword Agnostic



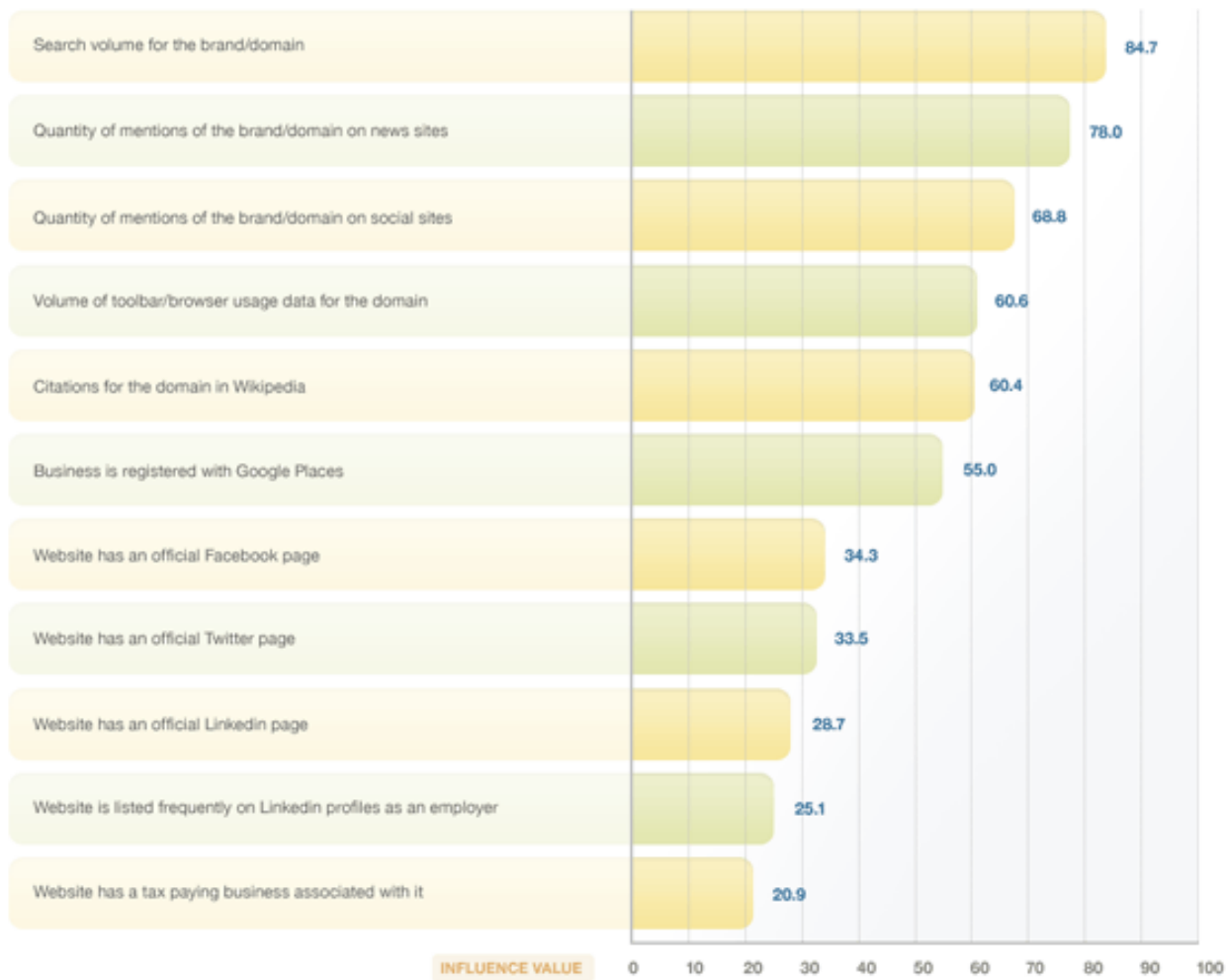
Domain Level Keyword Agnostic



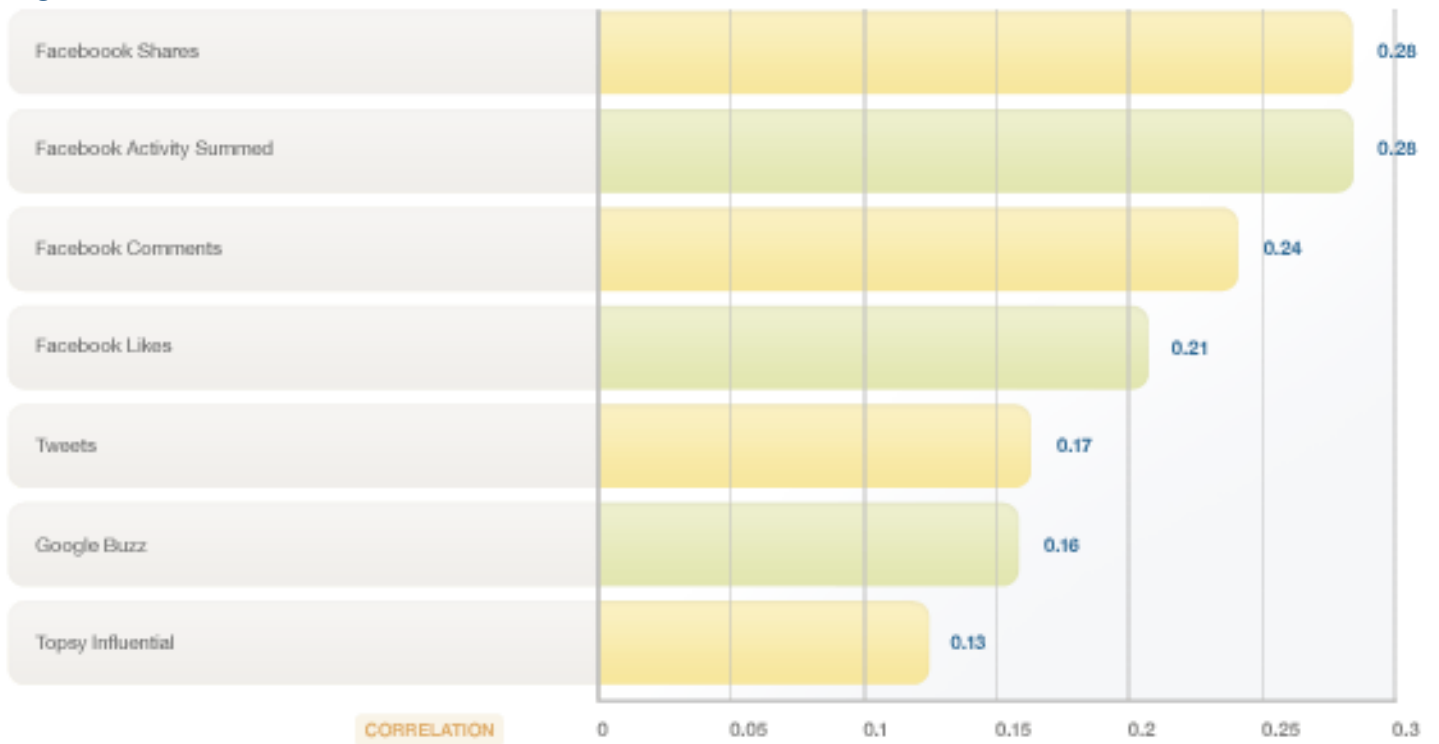
Domain Level Authority Features



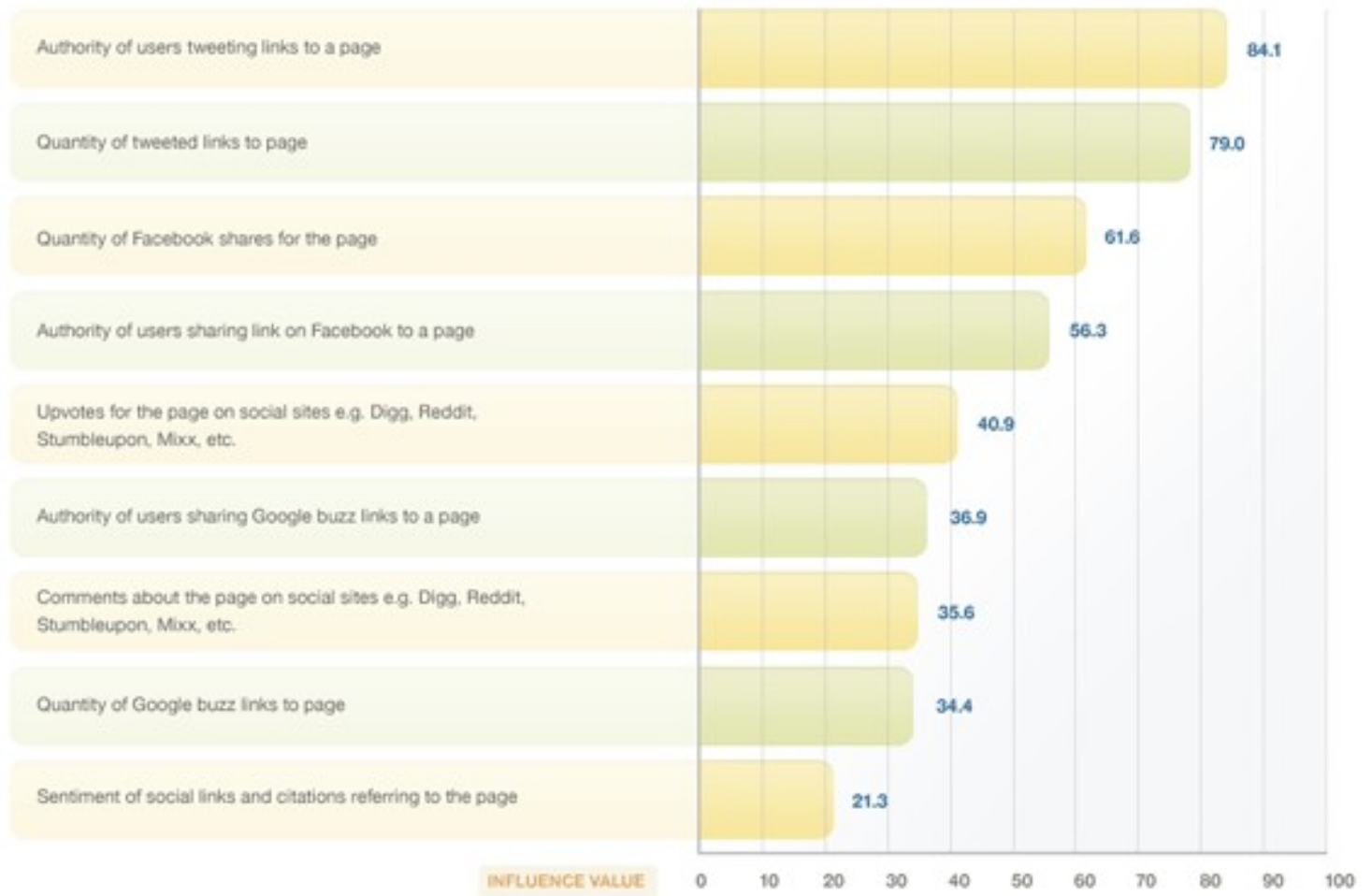
Domain Level Brand Metrics



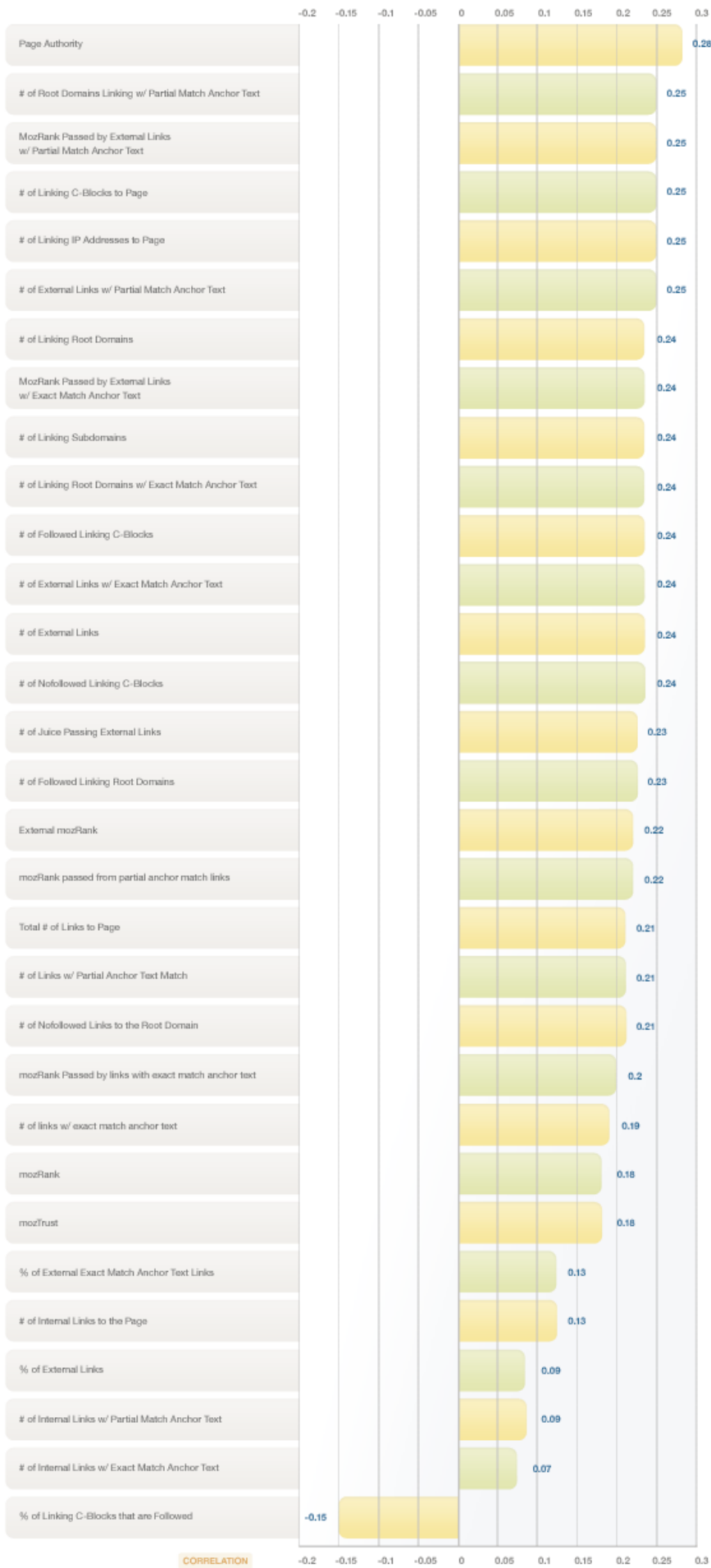
Page Level Social Metrics



Page Level Social Metrics



Page Level Link Based

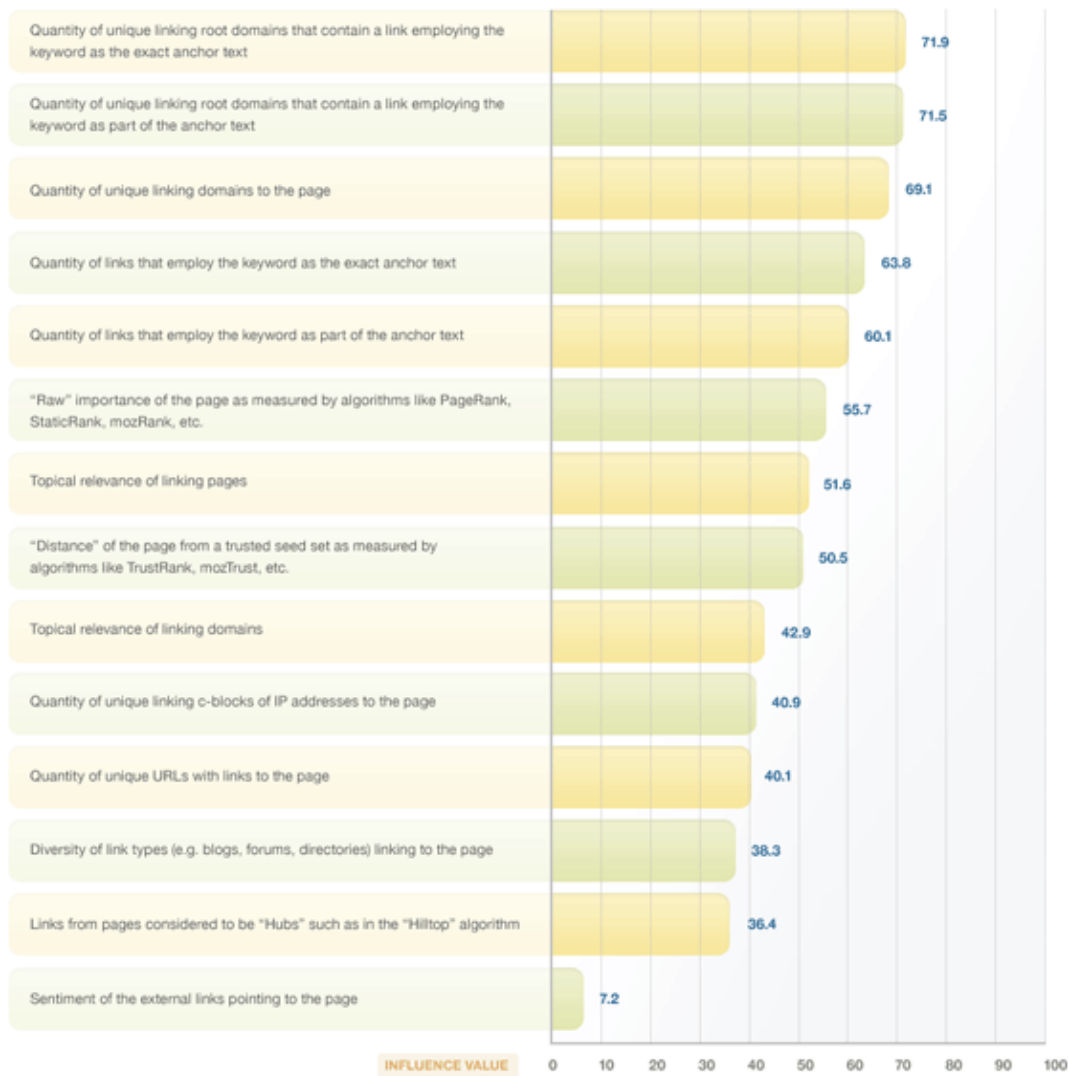


CORRELATION

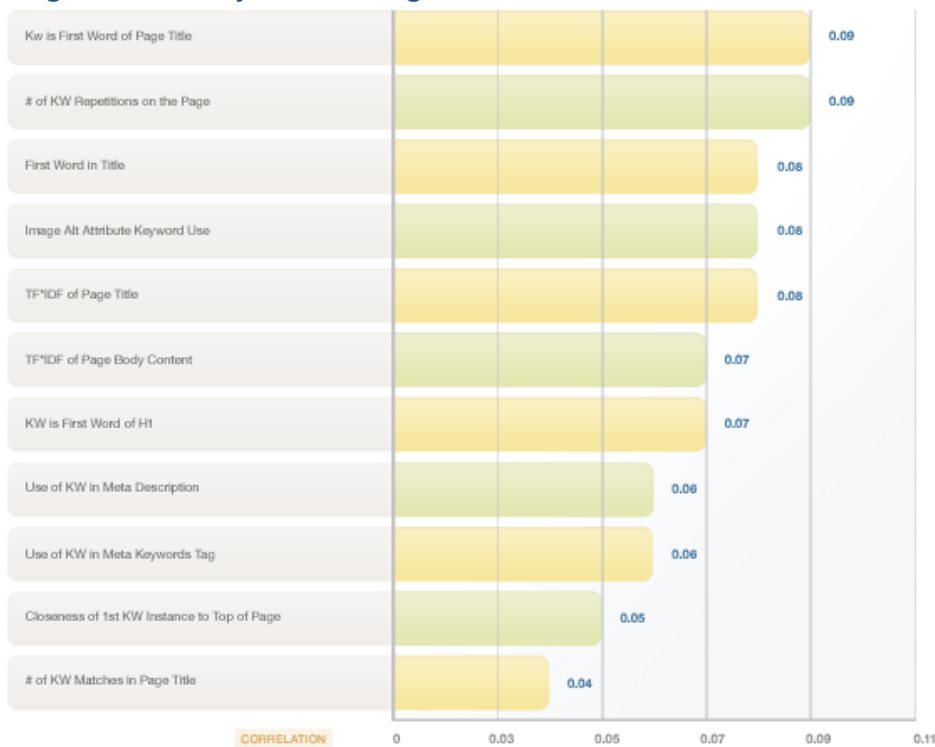
Page Level Link Based

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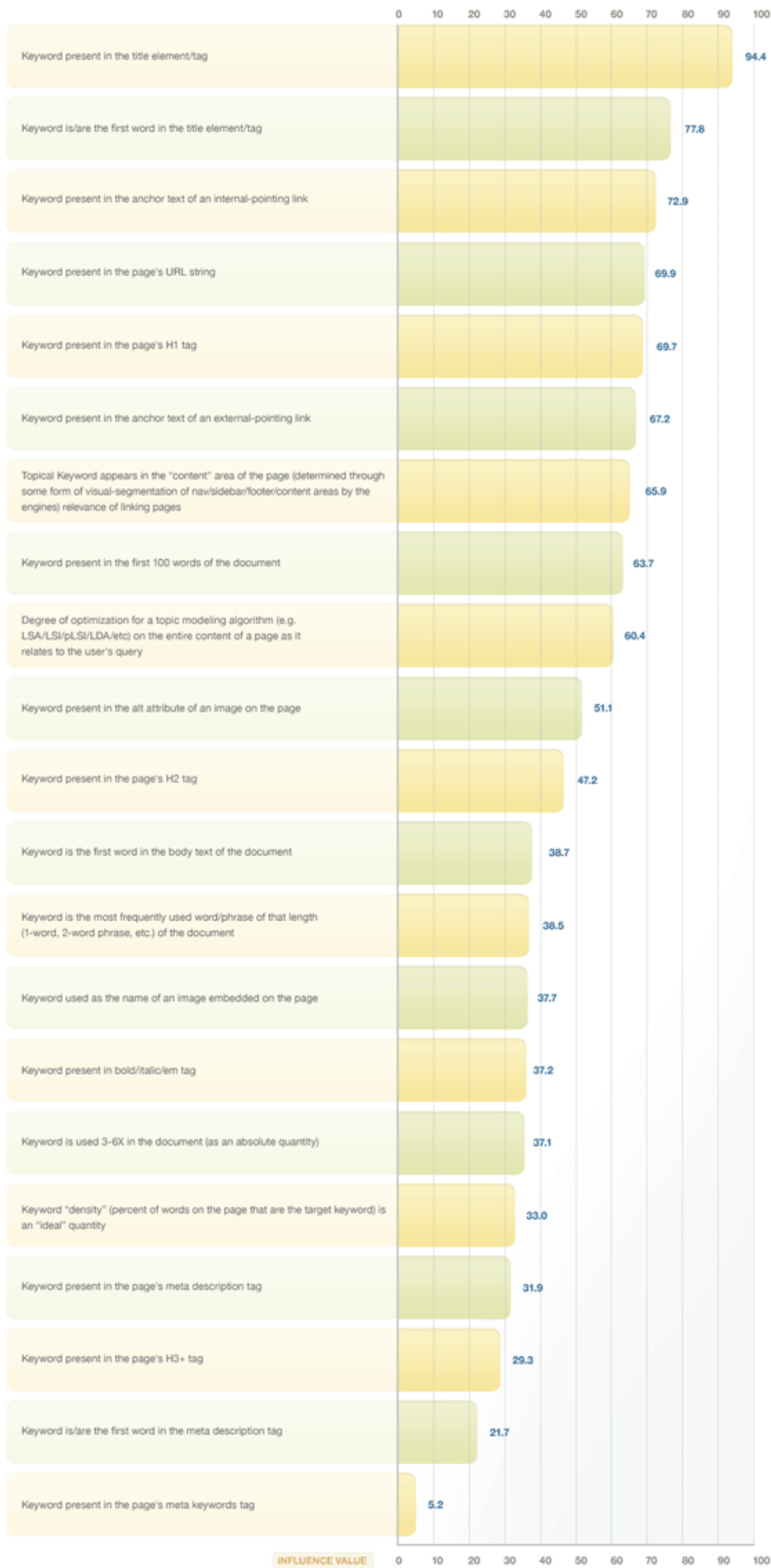
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Page Level Keyword Usage



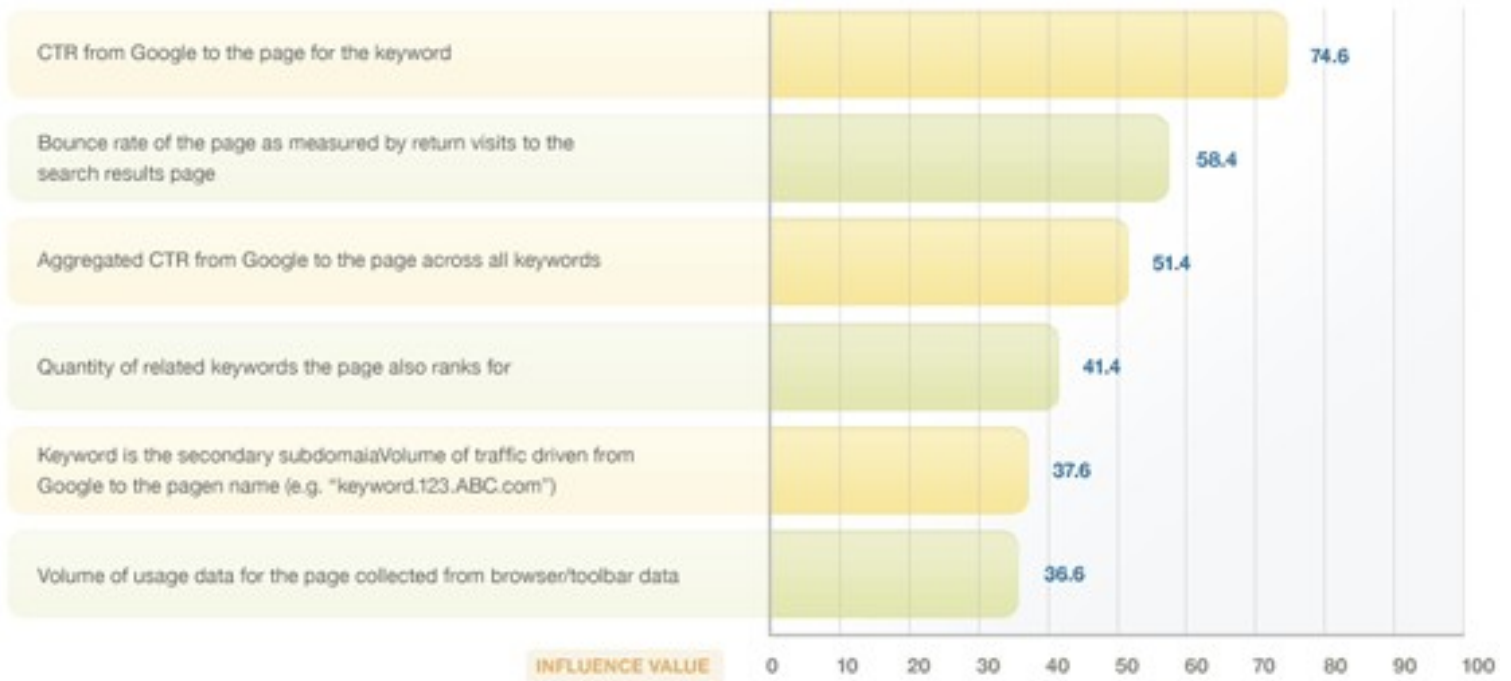
Page Level Keyword Usage



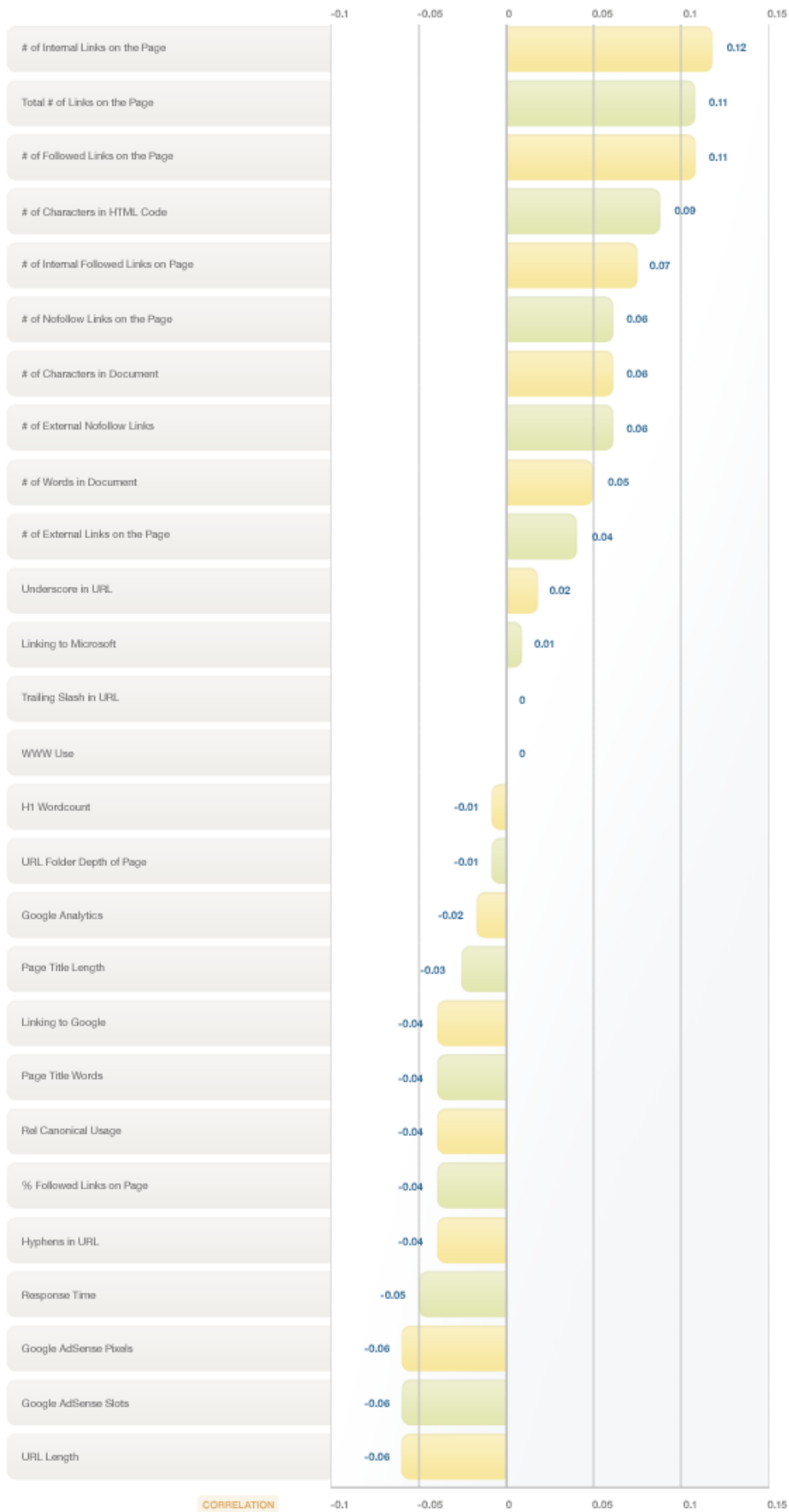
Page Level Traffic

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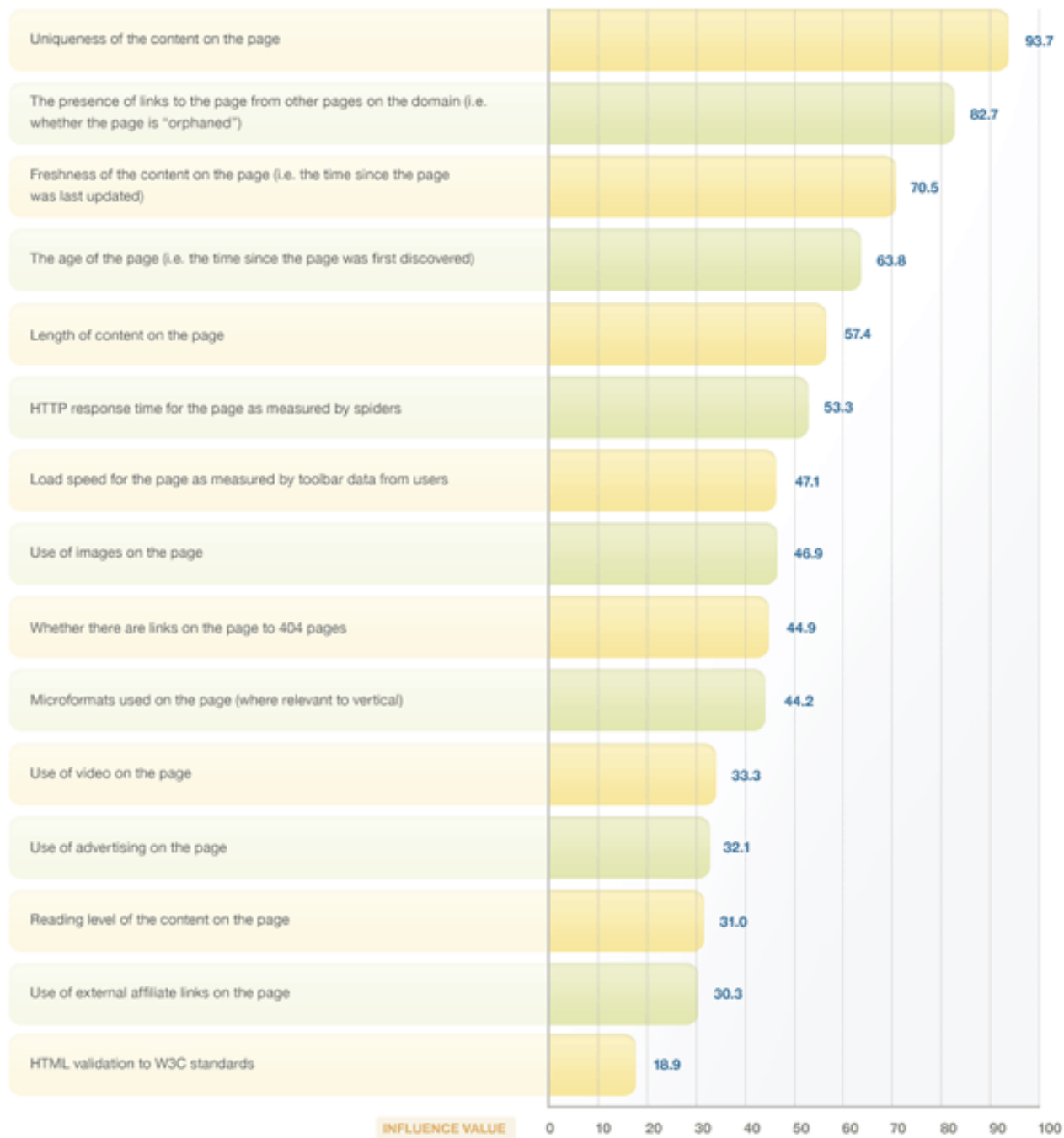
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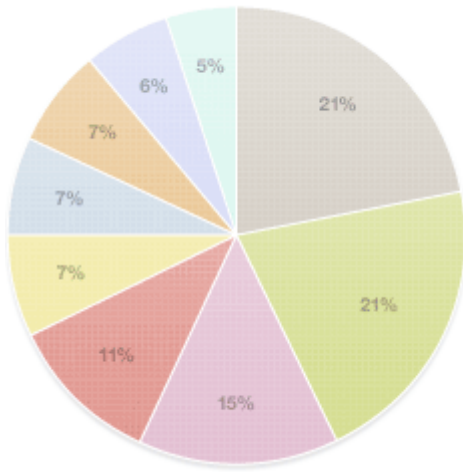
Page Level Keyword Agnostic



Page Level Keyword Agnostic

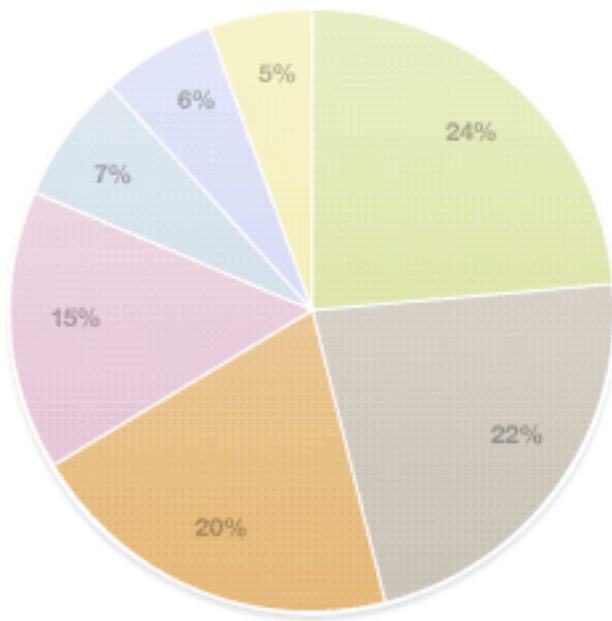


2011 Overall Ranking Algorithm



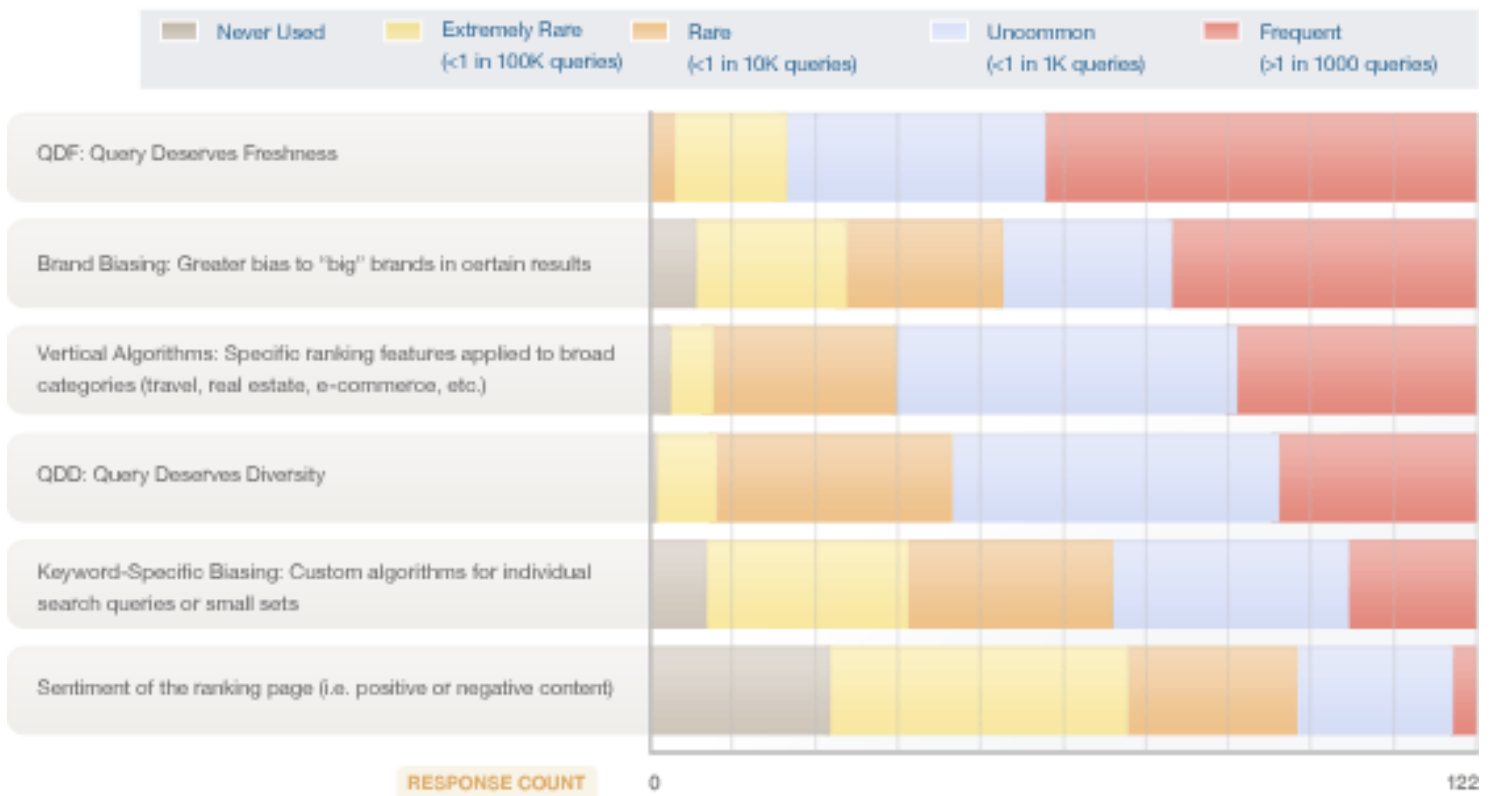
Page Level Link Metrics	21.45
Domain Level Link Authority Features	21.13
Page Level Keyword Usage	14.93
Domain Level Keyword Usage	10.73
Page Level Social Metrics	7.22
Domain Level Brand Metrics	6.78
Page Level Keyword Agnostic Features	6.74
Page Level Traffic/Query Data	6.26
Domain Level Keyword Agnostic Features	4.92

2009 Overall Ranking Algorithm



Trust/Authority of the Host Domain	23.87
Link Popularity of the Specific Page	22.33
Anchor Text of External Links to the Page	20.26
On-Page Keyword Usage	15.04
Registration + Hosting Data	6.91
Traffic + CTR Data	6.29
Social Graph Metrics	5.30

Special Casing Prominence



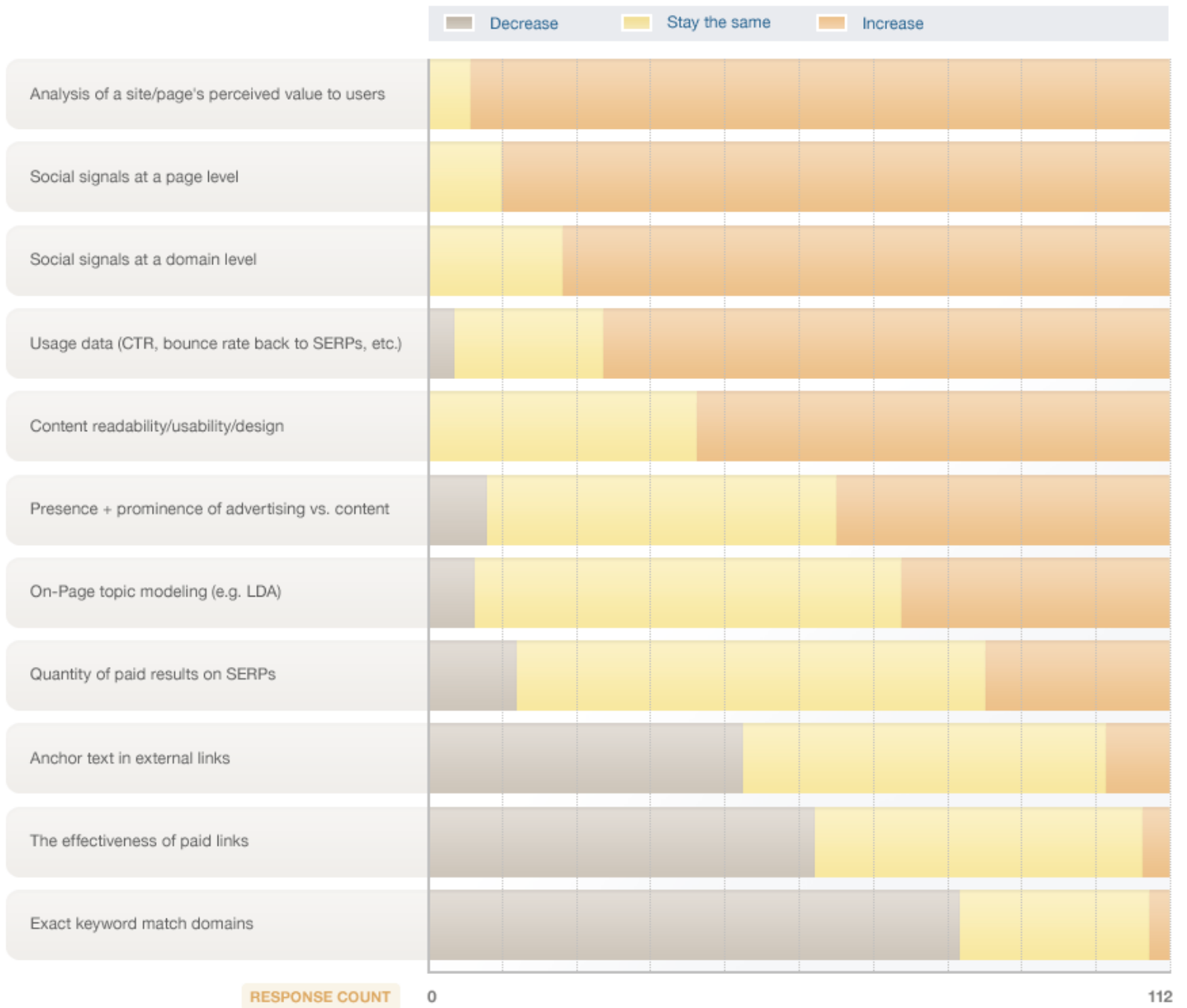
Special Casing Influence



Link Devaluation Metrics



Future of Search



Negative Page Level Factors



Negative Domain Level Factors

