Đây là một danh sách kiểm tra của các yếu tố có ảnh hưởng đến thứ hạng website của bạn với Google, Bing, Yahoo... và các công cụ tìm kiếm khác. Danh sách chứa các yếu tố tích cực, tiêu cực và trung lập bởi vì tất cả chúng tồn tại. Hầu hết các yếu tố trong danh sách kiểm tra việc áp dụng chủ yếu cho Google và một phần cho Bing, Yahoo và tất cả các công cụ tìm kiếm khác ít quan trọng hơn.

Với cá nhân đánh giá của Creative thì đây là các yếu tố cơ bản và các bạn có thể nhìn vào đó để tham khảo. Nội dung bài viết này được viết vào giữa tháng 6 năm 2010 chính vì vậy có thể có những thông số và chỉ số chưa chính xác. Nhưng hơn hết chúng ta biết thế giới là luôn thay đổi và máy tìm kiếm Google update các thuật toán liên tục. Chỉ tính riêng năm 2012 vừa qua Google đã cập nhật tới khoảng 37 lần. Đây hẳn là con số rất lớn và trong đó có khá nhiều thuật toán mới và gây ảnh hưởng lớn đến thứ hạng website trên toàn thế giới.

Keywords

1

Keywords in <title> tag

This is one of the most important places to have a keyword   because what is written inside the <title> t

+3

2

Keywords in URL

Keywords in URLs where relevant http://www.chipaivietnam.vn/thiet-ke-website-chuyen-nghiep/ , where "SEO services" is the

+3

3

Keyword density in document text

Another very important factor you need to check.   3-7 % for major keywords is best, 1-2 for minor. Key

+3

4

Keywords   in anchor text

Also very important, especially for the   anchor text of inbound links, because if you have the keyword

+3

5

Keywords in headings (<H1>, <H2>, etc.   tags)

One more place where keywords count a lot. But   beware that your page has actual text about the par

+3

6

Keywords in the beginning of a document

Also counts, though not as much as anchor text,   title tag or headings. However, have in mind that the

+2

7

Keywords in <alt> tags

Spiders don't read images but they do read their   textual descriptions in the <alt> tag, so if you have

+2

8

Keywords in metatags

Less and less important, especially for Google.   Yahoo! and Bing still rely on them, so if you are optimi

+1

9

Keyword proximity

Keyword proximity measures how close in the text   the keywords are. It is best if they are immediately

+1

10

Keyword phrases

In addition to keywords, you can optimize for   keyword phrases that consist of several words – e.g. "SI

+1

11

Secondary keywords

Optimizing for secondary keywords can be a golden   mine because when everybody else is optimizing

+1

12

Keyword stemming

For English this is not so much of a factor because   words that stem from the same root (e.g. dog, dog

+1

13

Synonyms

Optimizing for synonyms of the target keywords, in   addition to the main keywords. This is good for sit

+1

14

Keyword Mistypes

Spelling errors are very frequent and if you know   that your target keywords have popular misspellings

0

15

Keyword dilution

When you are optimizing for an excessive amount of   keywords, especially unrelated ones, this will aff

-2

16

Keyword stuffing

Any artificially inflated keyword density (10% and   over) is keyword stuffing and you risk getting banne

-3

Links - internal, inbound, outbound

17

Anchor text of inbound links

As discussed in the Keywords section, this is one   of the most important factors for good rankings. It is

+3

18

Origin of inbound links

Besides the anchor text, it is important if the   site that links to you is a reputable one or not. Generally s

+3

19

Links from similar sites

Having links from similar sites is very, very   useful. It indicates that the competition is voting for you an

+3

20

Links from .edu and .gov sites

These links are precious because .edu and .gov   sites are more reputable than .com. .biz, .info, etc. do

+3

21

Number of backlinks

Generally the more, the better. But the reputation   of the sites that link to you is more important than th

+3

22

Anchor text of internal links

This also matters, though not as much as the anchor   text of inbound links.

+2

23

Around-the-anchor text

The text that is immediately before and after the   anchor text also matters because it further indicates

+2

24

Age of inbound links

The older, the better. Getting many new links in a   short time suggests buying them.

+2

25

Links from directories

Great, though it strongly depends on which   directories. Being listed in DMOZ, Yahoo Directory and sir

+2

26

Number of outgoing links on the page that links to   you

The fewer, the better for you because this way your   link looks more important.

+1

27

Named anchors

Named anchors (the target place of internal links)   are useful for internal navigation but are also useful

+1

28

IP address of inbound link

Google   denies that they discriminate against links that come from   the same IP address or C class o

+1

29

Inbound links from link farms and other suspicious   sites

This does not affect you in any way, provided that   the links are not reciprocal. The idea is that it is bey

0

30

Many outgoing links

Google does not like pages that consists mainly of   links, so you'd better keep them under 100 per pag

-1

31

Excessive linking, link spamming

It is bad for your rankings, when you have many   links to/from the same sites (even if it is not a cross-

-1

32

Outbound links to link farms and other suspicious   sites

Unlike inbound links from link farms and other   suspicious sites, outbound links to bad   neighbors ca

-3

33

Cross-linking

Cross-linking occurs when site A links to site B,   site B links to site C and site C links back to site A. Th

-3

34

Single pixel links

when you have a link that is a pixel or so wide it   is invisible for humans, so nobody will click on it and i

-3

Metatags

35

<Description> metatag

Metatags are becoming less and less important but   if there are metatags that still matter, these are th

+1

36

<Keywords> metatag

The <Keywords> metatag also matters, though   as all metatags it gets almost no attention from Googl

+1

37

<Language> metatag

+1

If your site is language-specific, don't leave this   tag empty. Search engines have more sophisticated w

+1

38

<Refresh> metatag

The <Refresh> metatag is one way to redirect   visitors from your site to another. Only do it if you have

-1

Content

-1

39

Unique content

Having more content (relevant content, which is   different from the content on other sites both in wordi

+3

40

Frequency of content change

Frequent changes are favored. It is great when you   constantly add new content but it is not so great w

+3

41

Keywords font size

When a keyword in the document text is in a larger   font size in comparison to other on-page text, this

+2

42

Keywords formatting

Bold and italic are another way to emphasize   important words and phrases. However, use bold, italic

+2

43

Age of document

Recent documents (or at least regularly updated   ones) are favored.

+2

44

File size

Generally long pages are not favored, or at least   you can achieve better rankings if you have 3 short

+1

45

Content separation

From a marketing point of view content separation   (based on IP, browser type, etc.) might be great bu

-2

46

Poor coding and design

Search engines say that they do not want poorly   designed and coded sites, though there are hardly si

-2

47

Illegal Content

Using other people's copyrighted content without   their permission or using content that promotes lega

-3

48

Invisible text

This is a black hat SEO practice and when spiders   discover that you have text specially for them but r

-3

49

Cloaking

Cloaking is another illegal technique, which   partially involves content separation because spiders see

-3

50

Doorway pages

Creating pages that aim to trick spiders that your   site is a highly-relevant one when it is not, is another

-3

51

Duplicate content

When you have the same content on several pages on   the site, this will not make your site look larger

-3

Visual Extras and SEO

52

JavaScript

If used wisely, it will not hurt. But if your main   content is displayed through JavaScript, this makes it m

0

JavaScript

53

Images in text

Having a text-only site is so boring but having   many images and no text is a SEO sin. Always provide

0

54

Podcasts and videos

Podcasts and videos are becoming more and more   popular but as with all non-textual goodies, searcl

0

55

Images instead of text links

Using images instead of text links is bad,   especially when you don't fill in the <alt> tag. But even   if y

-1

56

Frames

Frames are very, very bad for SEO. Avoid using them   unless really necessary.

-2

57

Flash

Spiders don't index the content of Flash movies, so   if you use Flash on your site, don't forget to give it

-2

58

A Flash home page

Fortunately this epidemic disease seems to have   come to an end. Having a Flash home page (and so

-3

Domains, URLs, Web Mastery

59

Keyword-rich URLs and filenames

A very important factor, especially for Yahoo! and Bing.

+3

60

Site Accessibility

Another fundamental issue, which that is often   neglected. If the site (or separate pages) is unaccessi

+3

61

Sitemap

It is great to have a complete and up-to-date   sitemap,   spiders love it, no matter if it is a plain old HT

+2

62

Site size

Spiders love large sites, so generally it is the   bigger, the better. However, big sites become user-unfri

+2

63

Site age

Similarly to wine, older   sites are respected more. The idea is that an old,   established site is more tr

+2

64

Site theme

+2

It is not only keywords in URLs and on page that   matter. The site theme is even more important for go

+2

65

File Location on Site

File location is important and files that are   located in the root directory or near it tend to rank better tha

+1

66

Domains versus subdomains, separate domains

+1

Having a separate domain is better – i.e.   instead of having blablabla.blogspot.com, register a separat

+1

67

Top-level domains (TLDs)

Not all TLDs are equal. There are TLDs that are   better than others. For instance, the most popular TL

+1

68

Hyphens in URLs

+1

Hyphens between the words in an URL increase   readability and help with SEO rankings. This applies

+1

69

URL length

Generally doesn't matter but if it is a very long   URL-s, this starts to look spammy, so avoid having mo

0

70

IP address

Could matter only for shared hosting or when a site   is hosted with a free hosting provider, when the IP

0

71

Adsense will boost your ranking

Adsense is not related in any way to SEO ranking.   Google will definitely not give you a ranking bonus

0

72

Adwords will boost your ranking

Similarly to Adsense, Adwords has nothing to do   with your search rankings. Adwords will bring more t

0

73

Hosting downtime

Hosting   downtime is directly related to accessibility because if a   site is frequently down, it can't be i

-1

74

Dynamic URLs

-1

Spiders prefer static URLs, though you will see   many dynamic pages on top positions. Long dynamic

-1

75

Session IDs

This is even worse than dynamic URLs. Don't use   session IDs for information that you'd like to be ind

-2

76

Bans in robots.txt

If indexing of a considerable portion of the site   is banned, this is likely to affect the nonbanned part as

-2

77

Redirects (301 and 302)

When not applied properly, redirects can hurt a lot – the target page might not open, or worse –   a redi

-3

Chúng tôi làm việc quyết tâm, chăm chỉ, nỗ lực không ngừng từng ngày với mục tiêu:

TRỞ THÀNH CÔNG TY SỐ 1 VIỆT NAM VỀ CUNG CẤP GIẢI PHÁP TRỰC TUYẾN

GIÚP DOANH NGHIỆP PHÁT TRIỂN MẠNH TRÊN INTERNET!

Mọi chi tiết xin liên hệ: [Dịch vụ SEO web](#) *- làm SEO website*

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