

SEO as chemistry? Here's the SEO ranking factor periodic table!

✖ I truly love [infographics](#), even better when they become useful tools!
Here comes a wonderful, yet useful one, from beloved SearchEngineLand - always a good source for good ideas.
Simply put, it's a periodic table that turns chemical elements into SEO elements.

Meet the **SEO periodic table of ranking factors!**

Common division between on- and off- site ranking factors and each element has (obviously) an *atomic* weight.

You may not agree that Social shares, for example, have a +1 weight, while you certainly agree that Content Quality comes in with a +3 heavy weight!

[Click here to download the full PDF SEO table.](#)

Via [SearchEngineLand](#)