

# 7 Factors Favoring Speedier SEO Results

In this issue, we've prepared an answer to those of you who want a checklist of SEO steps to expedite success.

## 1. Keywords in the domain name and page URLs

Use keywords in the site page and folder names. Although they are not as important as a keyword in the domain name, this is something you can easily manage. If you use a Content Management System, make sure it creates SE-friendly URLs.

## 2. Absence of obstacles to search crawlers

Make sure all of your important site pages are crawlable. Hide only the areas that you really want to protect from unauthorized visitors.

## 3. A good Website architecture

A poorly structured site with important pages buried deep inside multiple site folders is bad for many reasons. First, some search engine robots won't index the entire site, but will limit themselves to the top few levels.

Second, making your visitors travel deep into your site for the necessary information is a bad marketing practice. Take care to place all important information in the top few levels while making your site structure logical.

Third, Google PageRank, still being an essential signal of a site's relative 'weight' among Web resources, can flow optimally if your site is a well-structured document, and your most important pages enjoy many incoming links.

## 4. Smart keyword selection and usage = clear site focus

So the success of your SEO effort depends to a great extent on how well you've done your keyword research and if you've targeted good keywords. On one hand, such keywords should be often searched for; on the other hand, the number of Web pages that apparently are optimized for that keyword should not tend towards infinity. The optimal balance of these two factors should give you both top positions in search engines and highly targeted visitors.

## 5. Unique content and its regular updates

Create unique texts that attract both humans and search engines. Don't found your site on borrowed content – this is discouraged by search engines that use duplicate filters and it has a questionable value for visitors.

Regular content updates and site enlargement is another factor favoring higher rankings.

## 6. Presence of links from and to authority sites in your industry

Links from quality sites in your industry, especially if they link to you with your keyword in an anchor text, make your site very prominent in search results for that keyword.

## 7. Diversity and regular growth of backlinks

The number of backlinks is very important, but what's even more important is the number of linking domains. Your site may get hundreds of incoming links overnight if they all are placed on one domain, but a better strategy is gradual and regular growth of backlinks from different websites.