



Nachfolgend erhalten Sie eine Aufstellung einiger Detailtätigkeiten:

- Keyword Use in Title Tag
- Keyword Use in Body Text
- Relationship of Body Text Content to Keywords (Topic Analysis)
- Keyword Use in H1 Tag
- Keyword Use in Domain Name
- Keyword Use in Page URL
- Keyword Use in Alt Tags and Image Titles
- Keyword Use in Bold/Strong Tags
- Keyword Use in Meta Description Tag
- Keyword Use in Meta Keywords Tag
- Link Popularity within the Site's Internal Link Structure
- Quality/Relevance of Links to External Sites/Pages
- Age of Document
- Amount of Indexable Text Content
- Quality of the Document Content (as measured algorithmically)
- Organization/Hierarchy of Document Flow (i.e. broad > narrow)
- Frequency of Updates to Page
- Number of Trailing Slashes (/) in URL
- Accuracy of Spelling & Grammar
- HTML Validation of Document (to W3C Standards)
- Global Link Popularity of Site
- Age of Site
- Topical Relevance of Inbound Links to Site
- Link Popularity of Site in Topical Community
- Rate of New Inbound Links to Site
- Relevance of Site's Primary Subject Matter to Query
- Historical Performance of Site as Measured by Time Spent on Page, Click-throughs from SERPs, Direct Visits, Bookmarks, etc.
- Manual Authority/Weight Given to Site by Google
- TLD Extension of Site (edu, gov, us, ca, com, etc)
- Rate of New Pages Added to Site
- Number of Queries for Site/Domain over Time
- Global Link Popularity of Linking Site
- Link Popularity of Site in Topical Community
- Age of Link
- Topical Relationship of Linking Site
- Text Surrounding the Link
- Internal Link Popularity of Linking Page within Host Site/Domain
- Temporal Link Attributes (when in time the link was created/updated)
- Domain Extension of Linking Site (edu, gov, com, ca, co.uk, etc)
- Server is Often Inaccessible to Bots
- Content Very Similar or Duplicate of Existing Content in the Index
- External Links to Low Quality/Spam Sites
- Duplicate Title/Meta Tags on Many Pages
- Overuse of Targeted Keywords (Stuffing/Spamming)
- Low Levels of Visitors to the Site (Measured via Toolbar, Clicks in SERPs, etc.)



Die o.g. Parameter und Funktionen werden von uns für Sie permanent überwacht und aktualisiert.

Falsch gesetzte Parameter und Werte führen zu einem schlechten Ranking bzw. in den Penalty Status bei Google.

Eine kompakte Übersicht über Googles Penalties finden Sie unter:

<http://www.sistrix.de/news/760-google-penalties-teil-i.html>

<http://www.sistrix.de/news/761-google-penalties-teil-ii.html>

<http://www.sistrix.de/news/762-google-penalties-teil-iii.html>