

SEO

Hierarchy of Needs

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Social

Schema

Backlinks

User Experience

Relevant Keywords

Compelling Content

Accessibility

1

ACCESSIBILITY

Indexation
Crawlability
Site Architecture

COMPELLING CONTENT

Headings
Images
Videos

2

3

RELEVANT KEYWORDS

Keyword Research
Meta Tags

USER EXPERIENCE

Loading Speed
Responsiveness

4

5

BACKLINKING

Share-worthy content
Content Syndications

SCHEMA

Structured Data
Featured Snippets

6

7

SOCIAL

Use schema markup to stand out in SERPs