

# 2018 Google Ranking Factors SEO Checklist [+Bonus]

TOP 10 RANKING FACTORS  
SORTED BY ORDER OF IMPORTANCE

1. Branded traffic
  2. Time on site
  3. Pages per session
  4. Bounce rate
  5. Total referring domains
  6. Total backlinks
  7. Total referring IPs
  8. Total follow-backlinks
  9. Content length
  10. Website security (HTTPS)
- Bonus: Local Optimization