

# General Ranking Factors

## Rank Correlations Top20

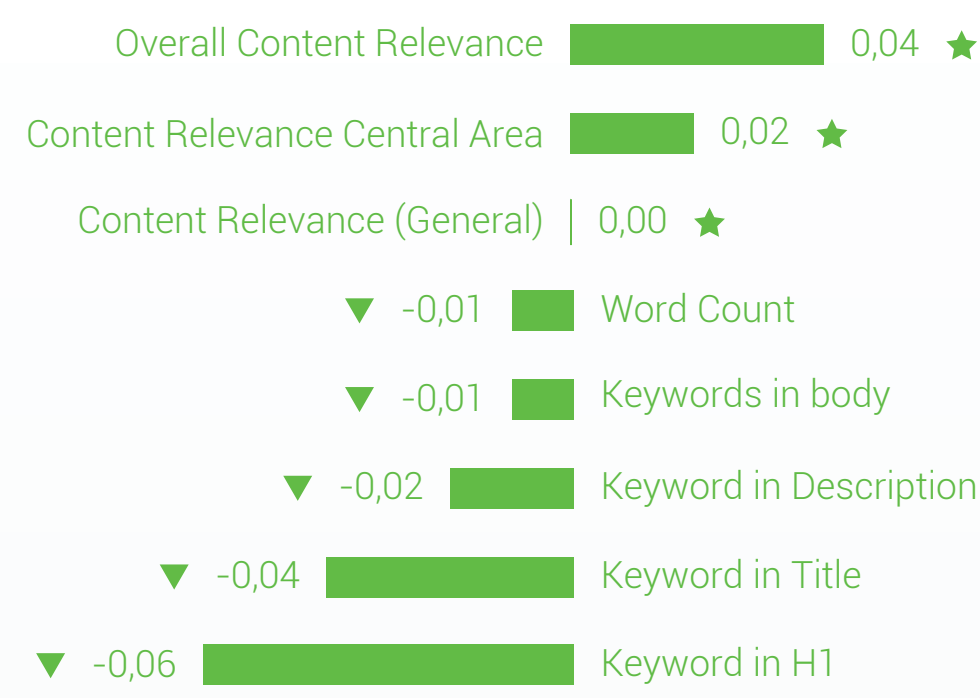
### Google.com

TRENDS TO 2016

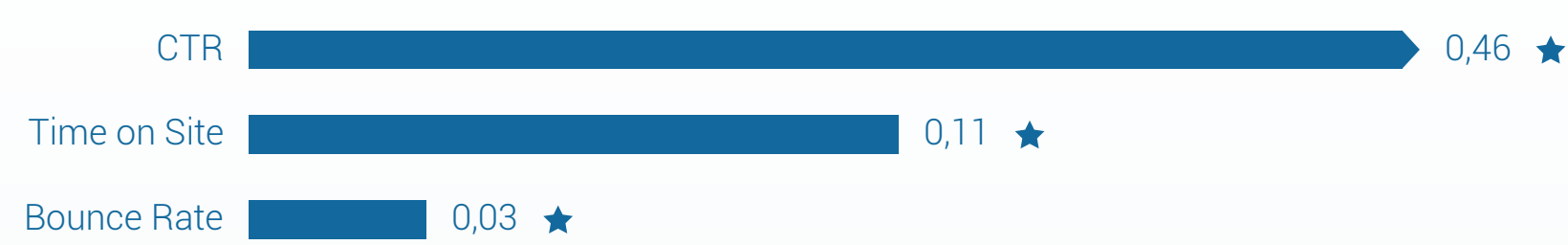
- ▲ Up
- ▶ Same
- ▼ Down
- ★ New Feature
- New Calculation



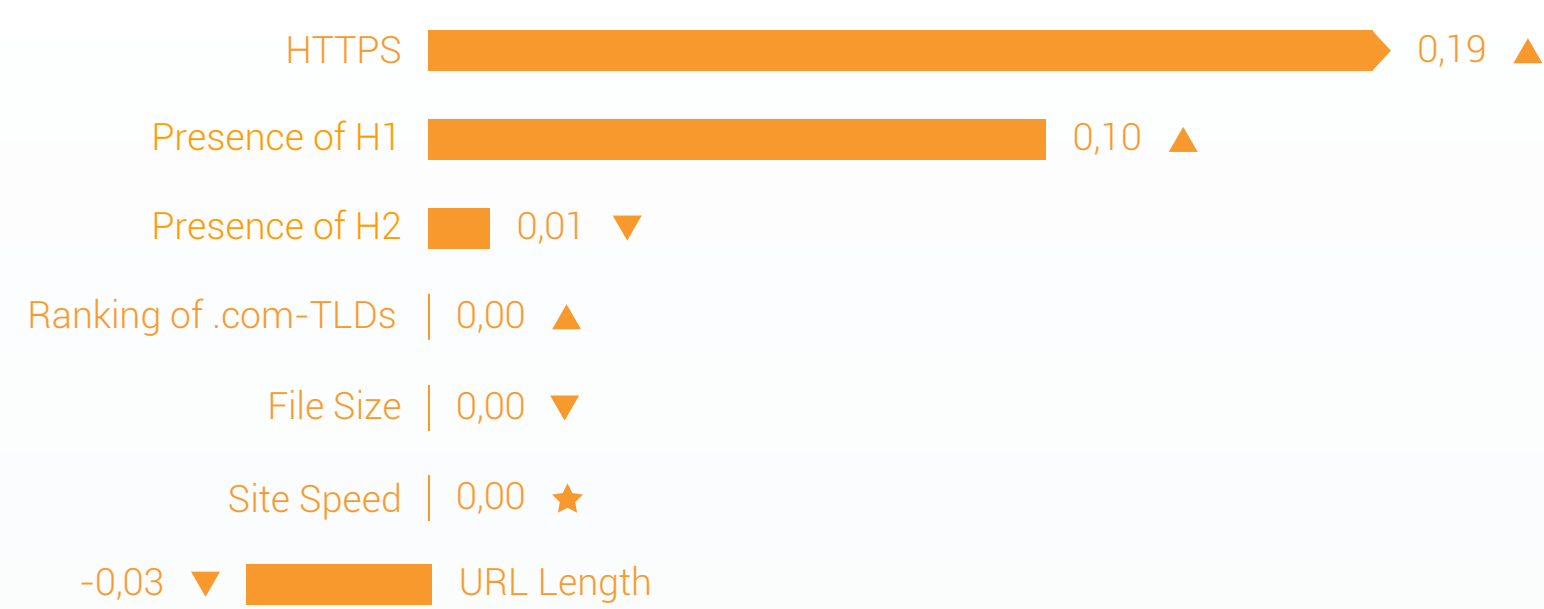
#### CONTENT



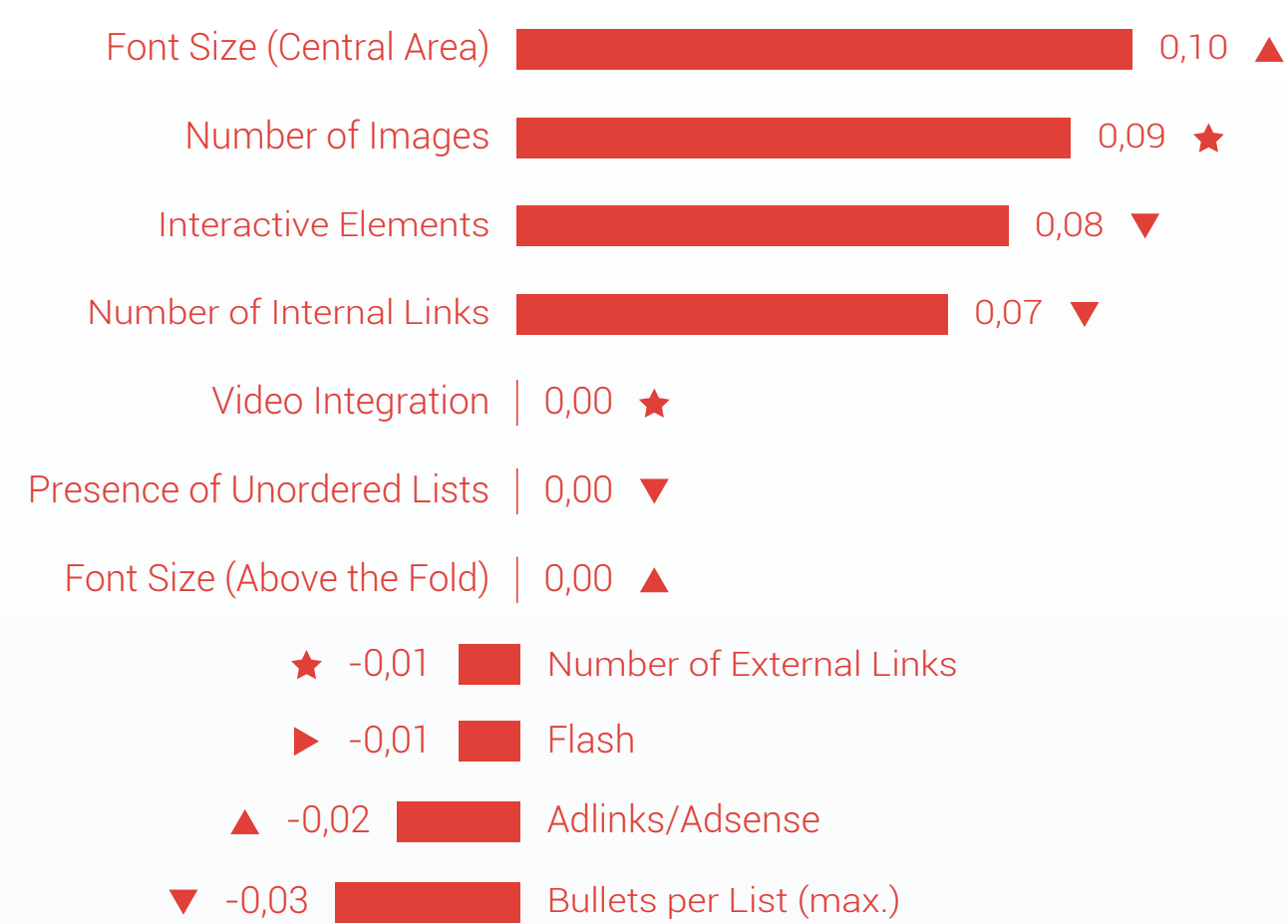
#### USER SIGNALS



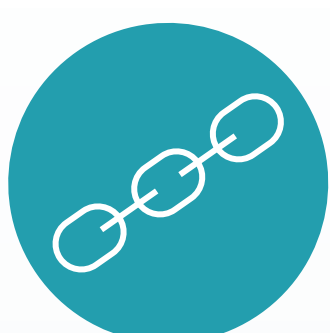
#### TECHNICAL



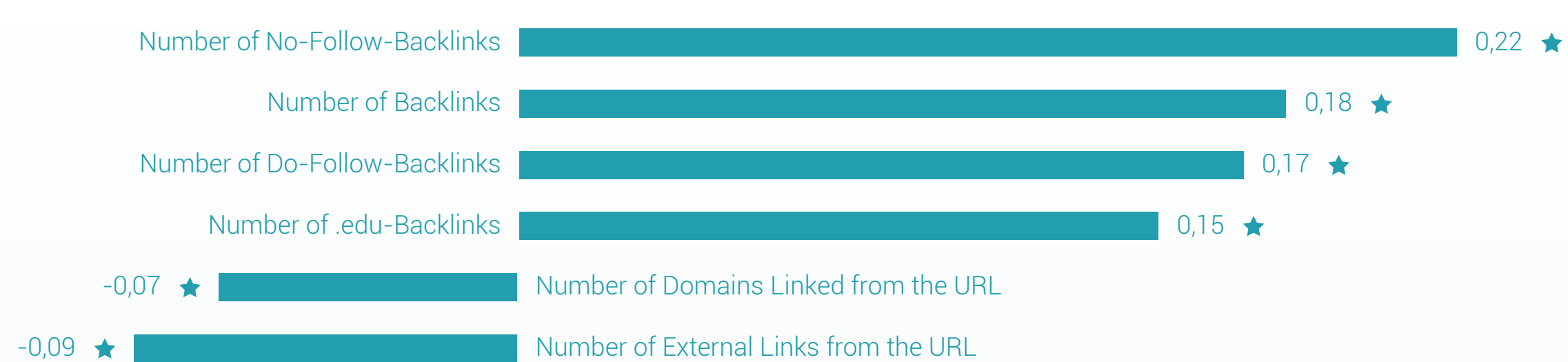
#### USER EXPERIENCE



#### SOCIAL SIGNALS



#### BACKLINKS



Download the complete whitepaper at [searchmetrics.com/ranking-factors](http://searchmetrics.com/ranking-factors)

