

Periodic Table for SEO

Printable poster + checklist + one-page audit sheet (built from your article)

Quick meaning: The SEO Periodic Table groups SEO into action elements: Content, Architecture, HTML, Credibility, Links, User, Performance, plus Toxins to avoid.

Fix order: 1 Architecture 2 Content 3 HTML 4 Credibility 5 Links 6 User and Performance 7 Remove Toxins

Groups at a glance

CONTENT

- Research gaps
- Clear answers early
- Depth with examples
- Accuracy and freshness
- Useful media

If the page helps, rankings follow.

ARCHITECTURE

- Crawl and indexing
- Taxonomy and clusters
- Clean URLs
- Canonicals and redirects
- Duplicate control

If pages cannot be found, content cannot win.

HTML

- Title tag and meta
- H1/H2 structure
- Alt text
- Schema that matches

Make meaning obvious in SERPs.

CREDIBILITY

- Author and bio
- Experience notes
- Brand signals
- Contact and policy basics

Trust is a ranking moat.

LINKS

- Internal links first
- Natural anchor text
- Relevant external citations
- Quality over quantity

Authority flows where links point.

USER

- Intent match
- Satisfaction
- Task completion
- Accessibility

Reduce effort for the reader.

PERFORMANCE

- Speed
- Responsiveness
- Visual stability

Fast pages keep people reading.

TOXINS (AVOID)

- Cloaking
- Schemes
- Stuffing
- Piracy
- Intrusive ads
- Malware

Remove harm before it spreads.

Source: formatted from your article text "Periodic Table for SEO: A Practical User Guide to Rank Pages in 2026".

Checklist and One-Page Audit Sheet

Print this page. Use it on one URL at a time.

15-Minute Quick Checklist

<input type="checkbox"/> Architecture: No orphan pages. Key pages have internal links.	<input type="checkbox"/> HTML: Images have short, descriptive alt text.
<input type="checkbox"/> Architecture: Canonical points to the main URL. No duplicates.	<input type="checkbox"/> Links: Hub pages link to supporting pages and back.
<input type="checkbox"/> Architecture: Mobile includes the same core content as desktop.	<input type="checkbox"/> Links: Anchor text describes the click. No forced exact matches.
<input type="checkbox"/> Architecture: HTTPS on. No mixed content warnings.	<input type="checkbox"/> User: Intent match is obvious in the first screen.
<input type="checkbox"/> Content: Direct answer is near the top in 2 to 3 sentences.	<input type="checkbox"/> User: Add one mini checklist or worksheet for task completion.
<input type="checkbox"/> Content: Covers steps people fail at, with one clear example.	<input type="checkbox"/> Performance: No big layout shifts. Images load clean.
<input type="checkbox"/> Content: Accurate claims. No magic ranking promises.	<input type="checkbox"/> Performance: Images compressed. Heavy scripts trimmed.
<input type="checkbox"/> HTML: Title tag matches intent and reads clean in SERPs.	<input type="checkbox"/> Toxins: No keyword stuffing. No intrusive popups.
<input type="checkbox"/> HTML: H2 headings read like a useful checklist.	<input type="checkbox"/> Toxins: No shady paid spam links. No copied content.

One-Page Audit Sheet (Score 0-2)

Score each group: 0 missing, 1 weak, 2 strong. Fix the lowest group first.

Group	What to check	Score	Notes
Architecture	Crawl, internal links, clean URLs, canonicals, mobile parity, duplicates	—	_____
Content	Answer first, depth, examples, accuracy, freshness, clear language	—	_____
HTML	Title, meta, H1/H2 map, alt text, valid schema	—	_____
Credibility	Author, experience notes, contact basics, update note	—	_____
Links	Internal links, natural anchors, useful external citations	—	_____
User	Intent match, task completion, accessibility	—	_____
Performance	Speed, responsiveness, visual stability	—	_____
Toxins	No cloaking, schemes, stuffing, piracy, intrusive ads, malware	—	_____