

# Factors Contributing to Rankings

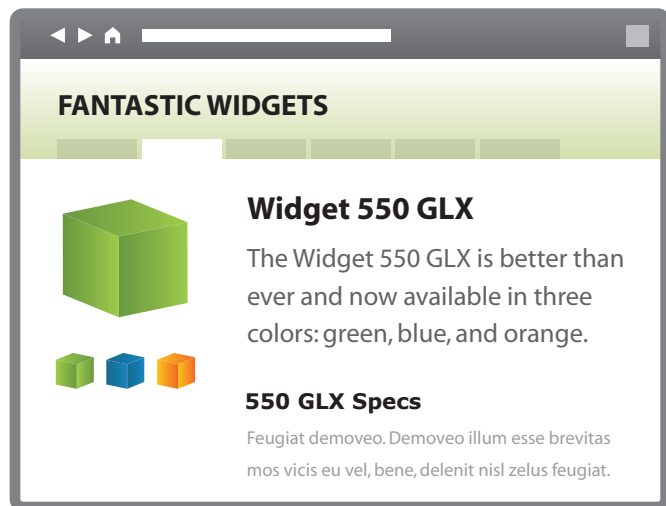
## 1 URL Factors

Keywords in the URL can help rankings. Hyphens are better than underscores when separating multiple words.

`http:// www.fantastic-widgets.com / widget-550-GLX`

## 2 On Page Factors

Keyword density in content and proper semantic tagging in source code (<TITLE>, <H1>, etc) can all contribute to ranking success.



## 3 Off Page Factors

Inbound links from sites with good credibility support better ranking results.

