

SEO Factors With Complexity Bifurcation - By BITVERO

Digital Marketing	Factors	Complexity	Level (L1-L3)
Onsite Search engine optimization			
Keyword research	1	High	L3
Meta tag research & implementation	2	High	L3
URL Rewriting	3	Medium	L2
Headings Optimisation	4	Low	L1
Anchor Text Links	5	Medium	L2
Hyperlink Optimisation	6	Medium	L2
XML sitemap, Html sitemap	7	Low	L1
Creation and Implementation of Google Analytics	8	Low	L1
Creation and Optimisation of robots.txt	9	Low	L1
Image Optimisation	10	Medium	L2
Webmasters setup & scanning	11	Low	L1
Content Optimisation	12	High	L3
Mobile Compatibility	13	High	L3
Rich Snippets (Schema and Open Graphics)	14	High	L3
Offsite search engine optimization			
Content Creation	1	High	L3
Content Marketing – Publication, Syndication & Promotion	2	High	L3
Business Listings with NAP	3	Medium	L2
Local Listings with NAP	4	Medium	L2
Map Listing Submission & Promotion	5	Medium	L2
Competitor Link Analysis & Submissions	6	Medium	L2
Media Creation & Promotion (Infographics & Videos)	7	High	L3
Social media optimization			
Primary Platforms			
Facebook	1	High	L3
Twitter	2	High	L3
LinkedIn	3	High	L3
Google Plus	4	Low	L1
Pinterest	5	Low	L1
Instagram	6	Low	L1
YouTube	7	Low	L1
Secondary Platforms			
Tumblr	1	Low	L1
Flickr	2	Low	L1
Reddit	3	Low	L1
Foursquare	4	Low	L1
Myspace	5	Low	L1
Stumble Upon	6	Low	L1
Delicious	7	Low	L1
Social media marketing			
Primary Platforms			
Twitter	2	High	L3
LinkedIn	3	High	L3
Google Plus	4	Low	L1
Pinterest	5	Medium	L2
Instagram	6	Medium	L2
YouTube	7	High	L3
Secondary Platforms			
Tumblr	1	Low	L1
Flickr	2	Low	L1
Reddit	3	Medium	L1
Foursquare	4	Low	L1
Myspace	5	Low	L1
Stumble Upon	6	Low	L1
Delicious	7	Low	L1
Content Marketing			
Content Research	1	High	L3
Content Planning	2	High	L3
Content Strategy	3	High	L3
Social media campaign			
Planning	1	High	L3
Creation	2	High	L3
Execution	3	High	L3
Pay Per Click			
Planning	1	High	L3
Creation	2	High	L3
Execution	3	High	L3