

## Empirical Study on Factors Influencing SEO

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**Abstract :** Search engine has become an essential tool nowadays for people to search for their needed information on the internet. In this work, we evaluate the performance of the search engine from three factors: the keyword frequency, the number of inbound links, and the difficulty of the keyword. The evaluations are based on the ranking position and the number of days that Google has seen or detect the webpage. We find that the keyword frequency and the difficulty of the keyword do not affect the Google ranking where the number of inbound links gives remarkable improvement of the ranking position. The optimal number of inbound links found in the experiment is 10.

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