	Target Page URL:	1st search result URL:	
	Target Page	1st Search Result	
Title Tag			Has target keyword
H1			Has target keyword & Only 1 H1 Element
H2s / H3s			Count of Keywords in H2/H3
URL			has target keyword
	Target Page	Average of Top 3 Search Results	
Content length			
Images on Page			
	Target Page	1st Result	
Header Titles / Question Answered [1]			
Header Titles / Question Answered			
Header Titles / Question Answered			
Header Titles / Question Answered			
Header Titles / Question Answered			
Header Titles / Question Answered			
	Target Page	Average of Top 3 Search Results	
Backlinks to Domain / DA [2]			
Backlinks to Page / PA			

1	

[1] Essentially the job of Google is to provide content that best answers a searchers query. There will be multiple questions that pertain to an overall query. If your content does not answer a question that the top search result does this might be an obvious reason why you do not rank well.

[2] If there is a large discrepancy in domain authority / volume of links to a page, ranking for the target keyword will be much harder to impossible.