

Introduction

Google's algorithm is constantly changing and evolving to give users the best experience. We hate to break it to you, but if you're not on the first page of Google's search results, you're losing sales to your competitors.

Did you know that 97% of consumers don't click past the first page? (It's probably not a surprise to you unless you're in that 3%.)

Google's algorithm uses over 200 factors to rank websites and pages. We are all aware of the common search ranking factors that Google favors, such as fast page load times, backlinks, making your site secure, and building websites that are mobile-friendly.

<https://blog.mcafeesecure.com/2018/08/02/8-things-you-didnt-know-about-googles-search-ranking/>

Improved rankings for in-depth content

Length is strength — that means longer content tends to dominate search engine results these days and has greater SEO power. With longer posts, you have more opportunities to use keywords, thereby increasing your chances of ranking higher up in search engines. However, filling your pages with keywords or numbers can result in a negative experience. Focus on creating content that is useful and information-rich. Lengthy and detailed posts attract natural backlinks and shares.

Does Google have a specific length requirement? No, of course not. But according to Blue Corona, "the average content length for a web page in the top 10 results for any keyword on Google has at least 2,000 words."

Fresh content advantage

When you publish fresh content on your site, Google gives your webpage a score. Of course, over time this score will dwindle and your site will require fresh content.

Regularly updating your site with relevant, well-researched, and in-depth content should give you improved rankings and more organic visitors from Google.

In order to continually increase your "freshness factor" on Google, we recommend adding new content once a week or even on a daily basis.

Brand awareness in your anchor text

One of Google's more recent algorithm changes supported a shift towards brand names in anchor text. What does this mean?

The anchor text—that is, the text that people see when you post a hyperlink—should include brand names as well as search term keywords and words not associated with either brands or search term keywords.

Optimized images

Bullets and Numbered Lists

Bullets and numbered lists allow readers to scan your content quickly. This user-friendly approach makes your content more readable, and search engines like Google pick up on that.

Lists also help make your text stand out from the rest, just make sure you don't overdo it—too many bullet points can have the opposite effect and be overwhelming to the reader.

Quick tip: use your lists as an opportunity to link out to other relevant pages on your site. Your readers will appreciate this and search engines will be likely to reward you.

Contact Us Page

Websites that have sufficient contact information are considered to be more trustworthy and therefore may rank higher in search engines.

Google's Quality Document states that they prefer sites with an "appropriate amount of contact information".

Make sure your contact information is thorough and complete and that it matches your whois info, which is a method of checking information about ownership of a domain name

Bonus points: add a well designed contact form to your contact us page. This will help you generate new business opportunities, capture new leads, and improve customer service.

YouTube

YouTube is the second most visited site on the web, right after Google. Because Google owns YouTube, it's natural to assume videos are given preferential treatment in search engine results, an assumption supported by Search Engine Land.

Is your website full of beautiful images? If so, you want to make sure they're optimized because you could be missing out on ranking opportunities.

Images are important for users during their search, however, pictures are still difficult for search engines to make sense of. By optimizing your photos you will improve your user experience.

Here are a few ways to optimize your photos:

- Reduce the file size for faster loading times
- Choose a descriptive filename that includes keywords you're trying to rank for Include a caption that can help consumers find what they're looking for more easily
- Add an alt tag to help search engines understand what the image is about.
- Give a title to your image to provide additional information for a better user experience.



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