SEO Trends 2018

Content

DIGITAL MARKETING

DATA

Structured data will be a major ranking signal

Data

Here's why the digital marketing companies should still pay attention to it:
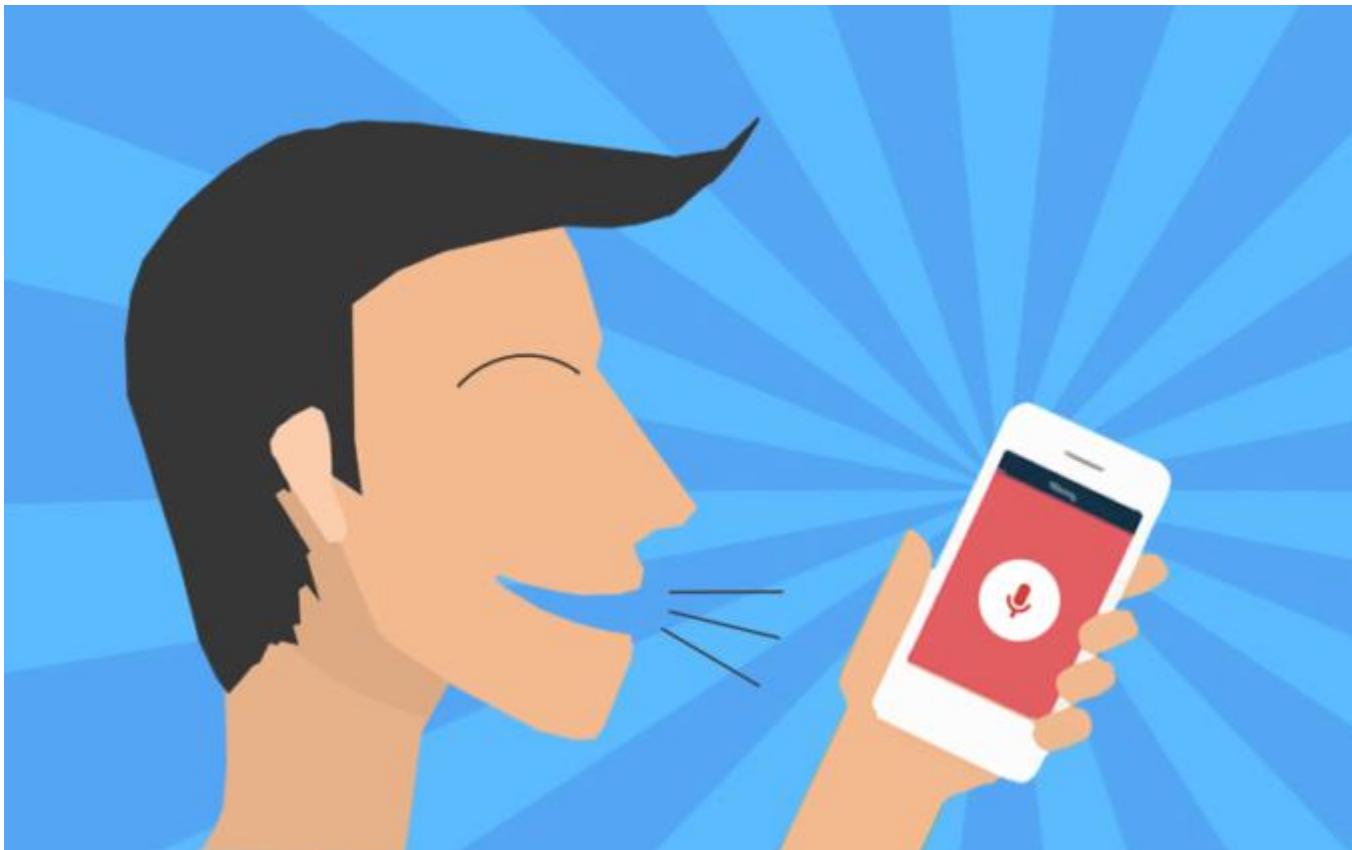
Structured data helps / directs search engines how to interpret the content and how it should be displayed in the SERPs. It is a way of formatting HTTP. Structured data can boost your click through rates by 30%. For this, you can integrate the markup using Schema data format.

"Ok Google"
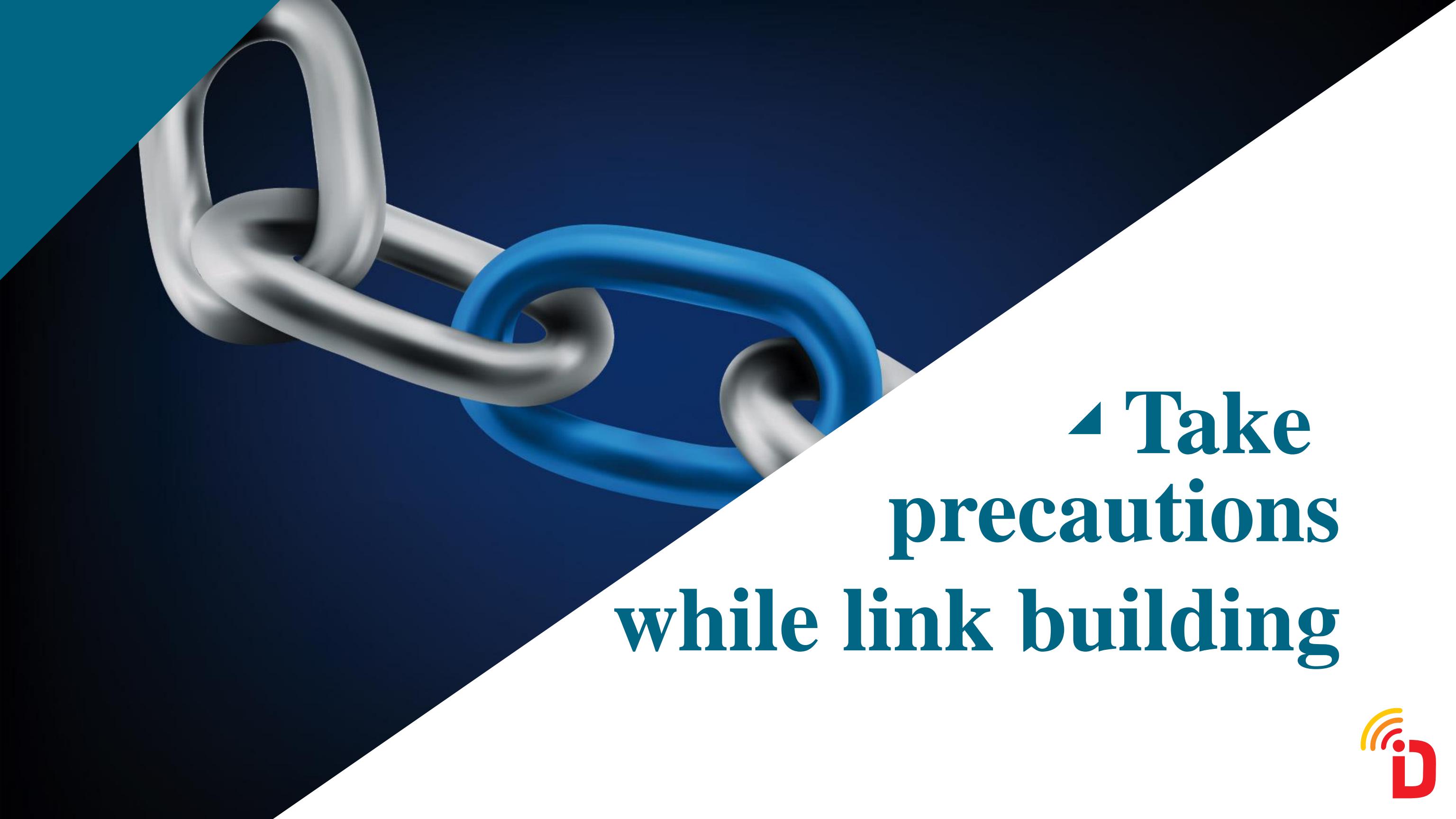
Voice Search is going to get bigger

Voice search

- By 2020, voice search will take up half the space of all the searches on the internet. Presently, it's 20%. Coming year, it will increase even more.

- For voice search, one needs to pick up the basics of reporting, meaning – Answering the basic 5 Ws & 1H questions – What. Where. Who. When. Why. & How. You will need to optimize your content to suit the voice search.
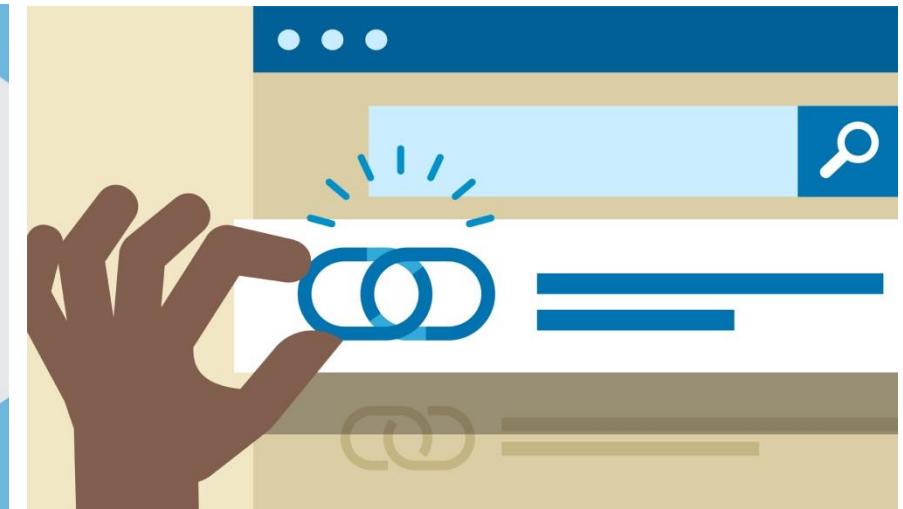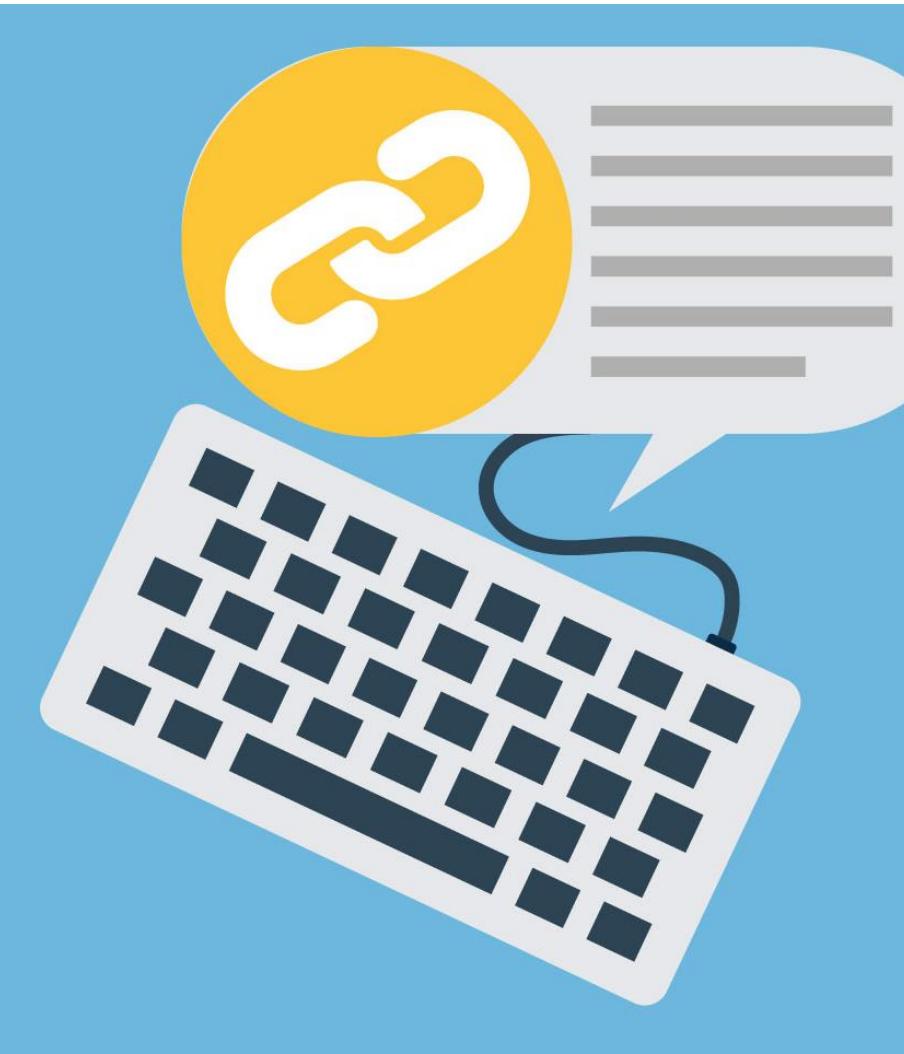
Take precautions while link building
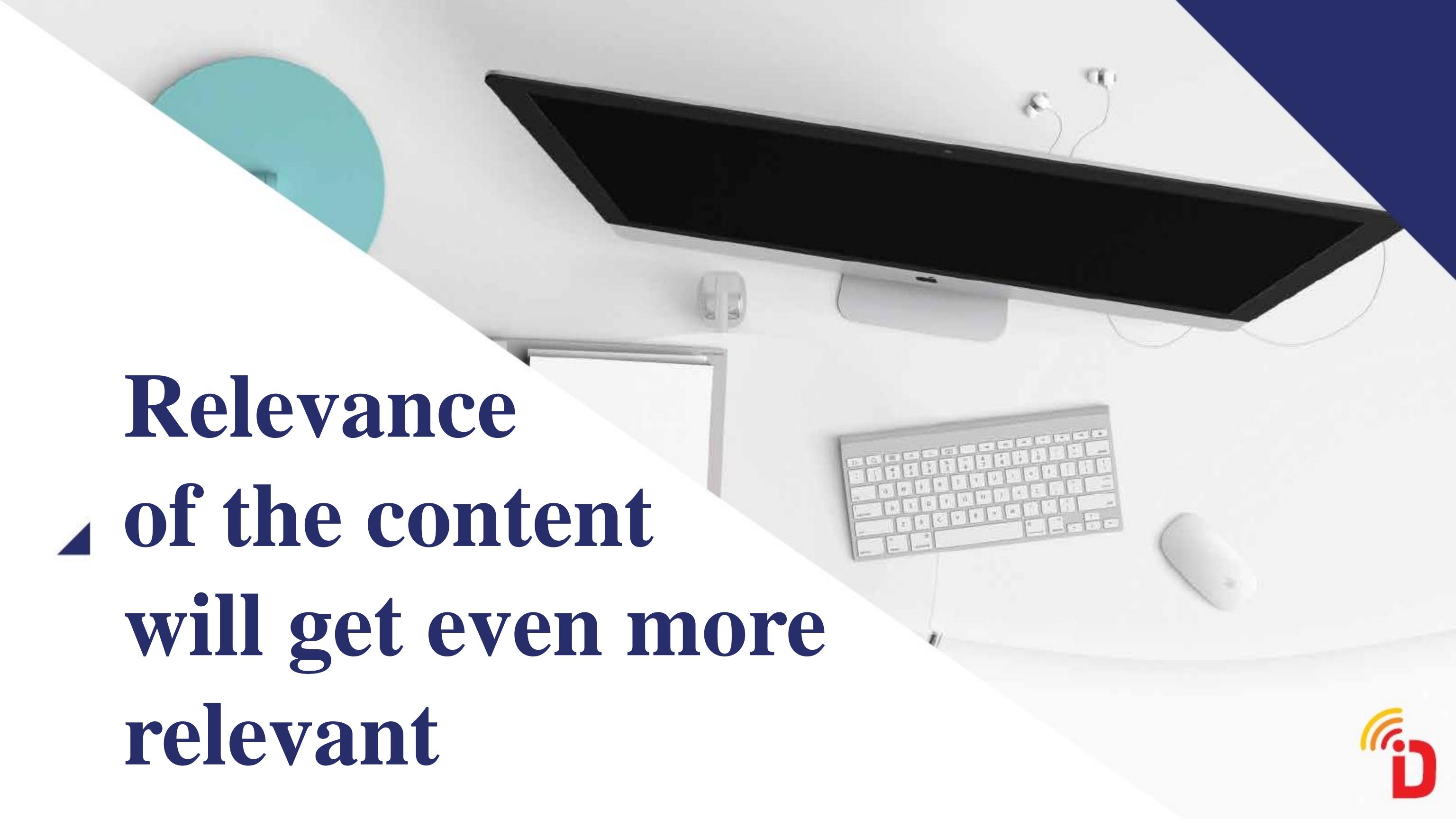
Link Building

Do not let guest blogger add more than one link to his / or the website that they want to promote.

Make sure you keep a constant check on your backlinks and remove the ones that may prove toxic for your site.

Relevance of the content will get even more relevant

Relevance

Google will compare the best performing search results and the content, and analyze using parameters such as satisfaction metrics. For this, refer to the best ranking pages in your industry and look for the common features between them.

Mobile will continue to get bigger

Mobile will continue to get bigger

- The mobile first index and mobile-friendliness as a ranking factor, you cannot afford to avoid the mobile SEO.

- To make sure you're in the game, asses your website – Check if the pages are mobile-friendly. For this, even Google offers its own mobile test.

Personalized SERPs will matter more

Personalized SERP

When a user searches any of your keyword for the first time. You will have to be in the top results, once the user clicks on your link, you will be in their set of preferred results.

Personalised Search Engine Results Pages are not based on just the conventional ranking factors, but also the user information and the behavior.

Studying conversion rate will be helpful

Conversion rates

To understand the conversion rates of your pages, attach UTM tracking code to the links & keep a close check on Google Analytics. Then, read the heat map generators to optimize your website. The heat map can quickly highlight the negatives and positives in the website design.
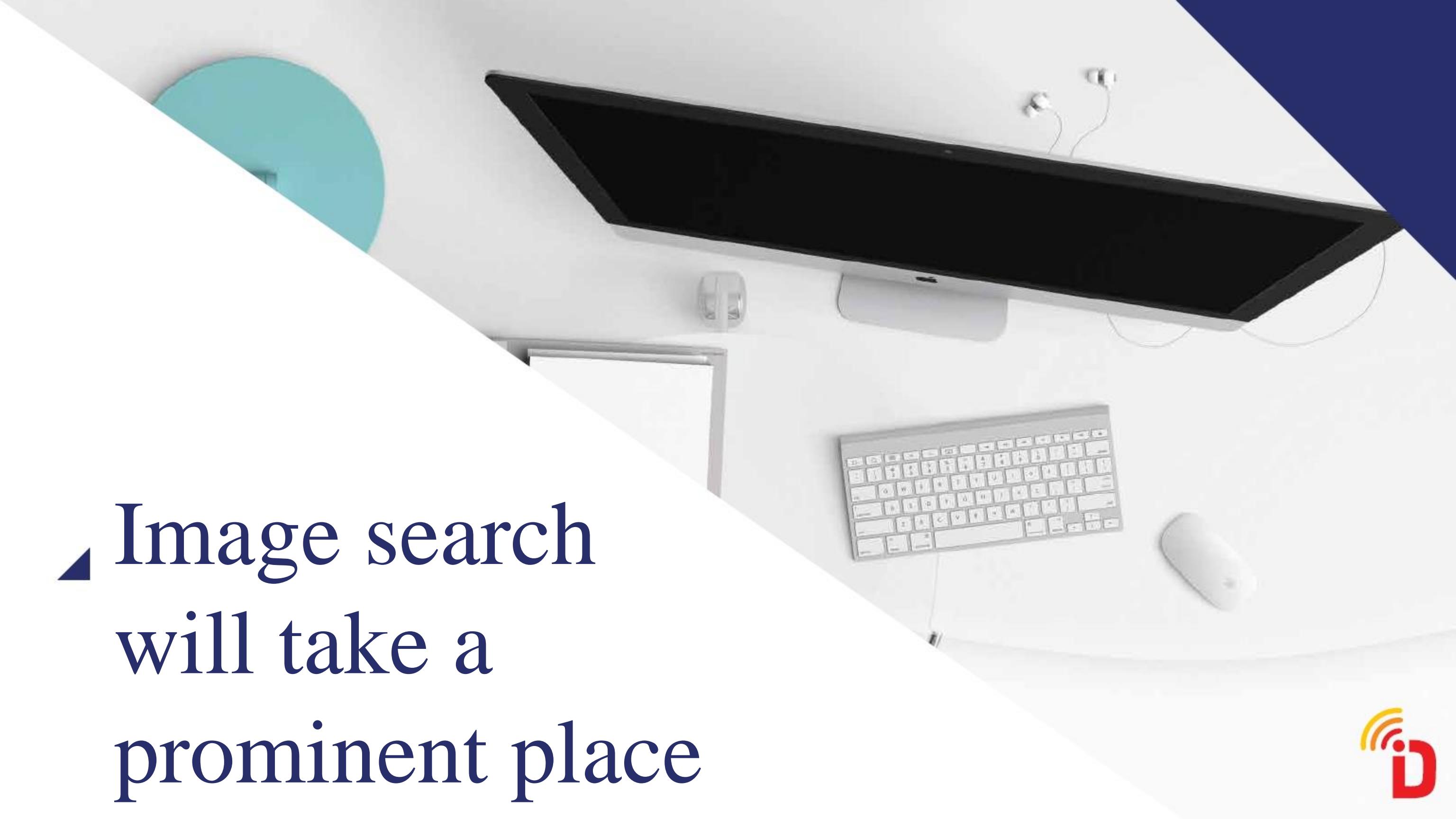
Image search will take a prominent place

Image optimization

It is getting very precise and narrowed down

Pinterest and Google Lens are both introducing search results based on the photos. Image searches are a big part of search engines yet a very few sites use it to the fullest. In 2018, optimize your images & make them shareable on social media.
That will offer more exposure and can get more backlinks.
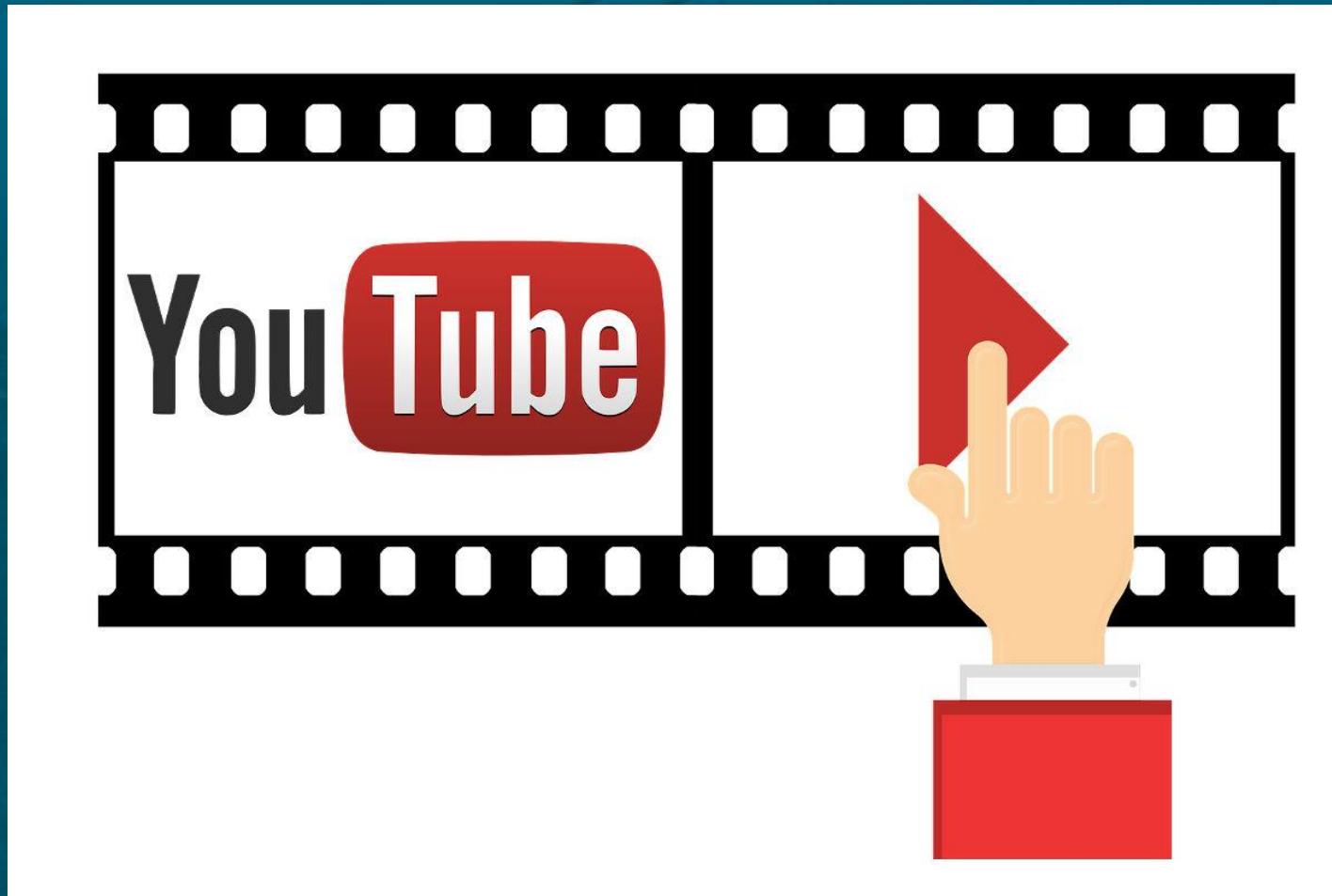
Focus on the Videos

Focus on the videos

- In 2017, people spent 60% more time on YouTube compared to 2016. That means, many people are searching on YouTube rather than going to Google first.

- Many publishers & marketers are not creating a lot of videos, especially in India. So it would be wise to make videos specifically for YouTube. It will pay off well!

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THANK YOU