



8

*Critical*

SEO

TRENDS

## SEARCH ENGINE OPTIMIZATION (SEO)

is one of the most important tools for digital marketing, and a well-planned strategy has become essential to keeping your business alive and well. Your prospective clients use search engines to find out almost everything — so you need SEO to make sure that your business appears at the top of their lists.

**Here are seven critical SEO trends to ensure your business is perfectly optimized:**

- 1 Good user experience = good SEO
- 2 A mobile-friendly website is essential
- 3 High-quality, natural and comprehensive content will perform best
- 4 Voice search continues to grow; make sure you optimize for it
- 5 Have and optimize video content
- 6 Speedy pages are important
- 7 Build your brand and your links
- 8 Learn about, understand and optimize your Core Web Vitals



## 1 GOOD USER EXPERIENCE = GOOD SEO

**SEO is directly tied to user experience**, so it's important for visitors to your website to have a good experience while they're there. An easily navigated, user-friendly website is key, and the content, design and landing pages are also incredibly important.

User signals like bounce rate, website speed and time on page matter to search engines — satisfied users will help your website appear at the top of their lists in the same way as SEO.

## 2 A MOBILE-FRIENDLY WEBSITE IS ESSENTIAL

**Mobile search has become more important than desktop search.** Cell phones and tablets make internet search more readily accessible, putting information the user needs at the tips of their fingers. If your website isn't mobile-friendly, you're doing your business a disservice, and frustrated potential customers probably won't come back for a second visit.

Make sure your website is optimized for mobile search first, then make it work for desktop. This will ensure that you reach all markets and types of customers.



### 3 HIGH-QUALITY, NATURAL AND COMPREHENSIVE CONTENT WILL PERFORM BEST

**Content that comes from the heart will perform better** than anything gimmicky or forced. Users want to read, watch and experience high-quality content, and search engines know that.

Better content provides the opportunity for improved keyword usage and more time spent on page. But this doesn't mean you should fill your articles with fluff or create videos that take too long to get to the point. Your user's time is important, and they won't revisit your site if they feel like they're wasting it.

### 4 VOICE SEARCH CONTINUES TO GROW; MAKE SURE YOU OPTIMIZE FOR IT



**If you've ever asked Siri, Alexa, Google or Cortana** a question out loud, you're part of the voice search wave. Hands-free voice assistants are becoming part of our daily lives, and search engines are taking notice.

Because of voice search, SEO is changing to accommodate full sentence questions and longer queries. You can optimize for voice search by improving page speed, answering questions on your website and using long-tail keywords, local SEO, and structured data.

## 5 HAVE AND OPTIMIZE VIDEO CONTENT

**If videos aren't yet part of your marketing strategy, it's time to start incorporating them.** If you're already creating videos, you need to make sure that they're properly optimized for SEO. Well-done videos are entertaining and engaging and can immensely help both existing and potential customers.

Make sure your videos are a good length, long enough to be informative but not so long that your viewer loses interest. You can also optimize your video content for SEO by having an engaging title, description and thumbnail, including a video transcript and making sure the rest of the surrounding page is relevant to the information in the video.



## 6 SPEEDY PAGES ARE IMPORTANT

**Research shows that users will leave a web page that doesn't load within a few seconds.** If your website takes too long to load, you'll lose potential customers before you get a chance to prove yourself.

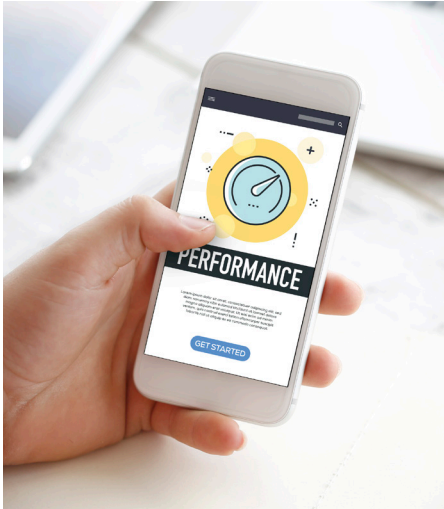
While page speed is important for user experience, the resulting bad bounce rate will negatively affect your SEO. Pages that are too slow or below the required benchmark are penalized and will appear lower in a search engine's rankings.

## 7 BUILD YOUR BRAND AND YOUR LINKS

**Your brand speaks to who you are.** Today, authenticity and uniqueness are increasingly important to consumers and search engines. Personal, unique branding helps you stand out and gives you the opportunity to rank better in search engine results.

Links can help you build brand authority and receive a higher search ranking, as backlinks and implied links from relevant pages are an important ranking factor.

## 8 LEARN ABOUT, UNDERSTAND AND OPTIMIZE YOUR CORE WEB VITALS



**Core Web Vitals are a set of new performance metrics that Google will use to measure website performance.** The new metrics revolve around user experience, and they will soon become official Google ranking factors; they are loading (Largest Contentful Paint (LCP)), interactivity (First Input Delay (FID)), and visual stability (Cumulative Layout Shift (CLS)).

LCP is how long it takes your page to fully load for your users. FID is how long it takes your page to be ready for use. CLS is how stable your page stays while it loads, meaning that your visual elements don't jump around while the user waits. Google considers these specific factors to be important in a webpage's overall user experience, so you'll want to have a good score on each.



## ABOUT REDSHIFT

RedShift Digital Marketing is a full-service digital marketing agency located in downtown Pittsburgh. We pride ourselves on clear communication, transparent pricing, ROI, and going above and beyond what you would expect from your typical marketing and advertising agency. We specialize in enhancing our clients' digital presence through a proprietary process known as Digital Marketing Essentialism™, dramatically increasing their site traffic and driving revenue for their business.

In 2020, Mirage MarCom, an award-winning agency with core capabilities in video, web, and print, became Mirage MarCom, a Division of RedShift. Between our two divisions, RedShift Digital Marketing continues to provide the same values that we have always lived by, collectively serving our growing client base.

**Contact RedShift Digital Marketing today to learn more about how our team of experts can help your business.**



RedShiftDM.com



412.697.2800



Digital@RedShiftDM.com

