



Guide

12 Trends in SEO Part 2



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Is your website user-friendly, fast and safe?

In Part 1 of [Trends in SEO](#) (link to Part 1) we talked about visual search, link building and featured snippets. We will now go on to investigate further trends in SEO, as Google's mission evolves from serving as a search engine to being a personal assistant. That is why Google expects websites to be user-friendly, fast and safe.

7. Artificial Intelligence and machine learning

Bing and Google use Artificial Intelligence (AI) to get a better grip on search queries. Because Artificial Intelligence is a self-learning system, it automatically improves its performance to get better search results. Google actually understands the context of the content, making exact search words less important. As a result, SEO can increasingly focus on high quality content and links. Google is clearly one step ahead, using AI and machine learning. Machine learning provides systems with the ability to automatically learn and with that learning experience, improve results. This has a positive effect on the search engine, which thanks to machine learning, is better able to rank search results.



For some time now, Google has been working on an AI system of its own called RankBrain.

This self-learning system ensures that Google comes up with relevant pages, tailored to the user, without necessarily showing the exact same words that were used for the search.

This is one of the few trends, which unlike other SEO trends, you can't influence or respond to, as it involves a self-learning algorithm, not a feature or anything you can optimize, like Accelerated Mobile Pages (AMP) or the speed of the website.



8. Mobile traffic on the rise

As more and more people are using smartphones and tablets, Google has made it a requirement that websites are user-friendly for those devices.

Right now, data analysis shows that 79% of all keywords and 47% of the top twenty keywords rank differently on a desktop than on a mobile device. Whereas 57% of all mobile traffic happens on mobile devices.

Many people search on the go and find nearby stores or companies to get online. Because most of the mobile search queries are local, location-based marketing using local SEO is a must. Besides local searches, mobile devices are also used to find quick answers to questions or to scout out a product before buying it.

The attention span on mobile devices is generally shorter than on a desktop. This explains why mobile users require a simple and super fast search experience.

9. Location-based



As search results become more personal, location increasingly starts to matter. Search results should deliver local content to users, based on their location at the time of making the query. Google is already working on making results as precise and location-sensitive as possible, and combining them with digital search profiles. Search queries through Google are already largely location-based. Google is working on this through RankBrain.

READ MORE ON RANKBRAIN

[Link site](#)



Tip: You want your business to come up at the right time in local search results.

Check to make sure that your listings are up-to-date. The information you provide to Google My Business will show up directly in search results when someone searches your company name. Can customers come visit you at your office?

Ask them to leave a comment on Google Maps or Facebook. That will really push search results.

10. Domain authority gains ground

One of the most remarkable changes is the effort to combat sites that deliberately peddle fake news. The aim is to make sure sites spreading sensational stories do not come up in search. As a webmaster, however, you have to factor in that Google or Facebook algorithms are far from being perfect. A noticeable effect is that people who Google to get background information on the news, get redirected to traditional, well-established and trustworthy news sites such as the national public broadcasting companies. This emphasis on the authoritativeness of the source could be applauded. But it also has consequences for the smaller news websites harboring non-mainstream opinions.

Authority seems to be gaining ground and news sites will have to fight to obtain more authority in the eyes of search engines. By earning more legitimate references for example, or confirming the business entity. Google needs to have a clear idea of the brand in relationship to other brands or online property (social profiles). Ways to make this clearer for users include using structured data mark-up, and having a Wikipedia page.

11. **Less insight in search words / Keyword Planner**

Although Google has a better understanding of what users are searching, it won't necessarily share this knowledge with webmasters. If you are using Google Keyword Planner, Google does not give access to all data. In the meantime, search queries are becoming longer and more specific. Google will not provide insight into search volumes other than the "A-terms." This makes it seem as if there is no search volume, whereas in fact there is. For specific themes and keywords, the Google Keyword Planner remains useful, less so for input for written content.

For sound organic ranking, you have to switch to content marketing. If you don't think about your target audience and what it wants to know and read, you will lose the SEO battle. A good SEO person is creative, tries to get under the customers' skin and empathizes with the reader. This will always be rewarded with success, including in terms of authority.

12. **Social and video for SEO**

By far the most important foreseeable SEO trend for the coming years is the so-called "high quality engaging social media content." This has to do with search engines looking for the newest updates for social content and the fact that over the years, they have become proud of their own engagement and quality searches. Also, after Google, YouTube is the world's largest search engine. Video has been the trend for a while in world of online marketing and (live) video simply goes down better, more often and faster with the online audience on Facebook, Instagram, YouTube and Twitter. Live videos are most often

watched via Facebook (45%) and YouTube (44%). A Facebook live video gets longer watch time than a regular video.



Enough reasons for Google to reward videos with higher relevance. People use YouTube for much more than just music clips. Take vlogs, tutorials, images and impressions, summaries... you name it. Content creators can really use YouTube, even in the B2B sector. What's more, Google likes pages to contain embedded content in the form of videos. You can add a video to your website, but you can also create a link in the video, or in its description, to your website.



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Conclusion

SEO trends may not be brand new but they are definitely becoming the norm.

Current practices will have an enormous impact on the way we search the Internet in the future.

Logically, this means changing the approach to website and web shop optimization.

So remember: mobile is the future and get ready for voice-directed search queries.

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