

SEO Factors to Improve Website Ranking

SEO stands for search engine optimization, which is optimizing web pages for better search engine ranking. SEO Ranking define your business reputation and popularity on internet.

1. An Accessible URL

SEO ranking factors has to do with having the right kind of URL. Specifically, that's a URL that Google's bots can easily reach and crawl.

In other words, Google has to be able to visit the URL and look at the page content to start to understand what that page is about. To help the bots out, you'll need:

A robots.txt file that tells Google where it can and can't look for your site information

A sitemap, which lists all your pages. If you're running a WordPress site, you can set up a sitemap via Yoast SEO. If not, then then you can use an online sitemap generator.

2. Page Speed (Including Mobile Page Speed)

Page speed has been cited as one of the main SEO ranking factors for years. Google wants to improve users' experience of the web, and fast-loading web pages will definitely do that.

Google recently announced a search engine algorithm update focused on mobile page speed.

The "speed update" will start to affect sites from July 2018, so if your site doesn't load fast on mobile devices, then it could be penalized.

3. Mobile Friendliness

While we're on the subject of mobile, mobile-friendliness is another major SEO ranking factor. More people use mobile devices than desktops to access the web, and that's one reason there've been changes in how Google ranks search results.

Google's mobile-first index is now a reality, which means it's drawing its results from mobile-optimized sites first, rather than sites geared to desktop computers. If your site isn't mobile-optimized you risk being out in the cold, in SEO terms at least.

4. User Experience

For a while now, Google's been using artificial intelligence to better rank web pages. It calls that signal RankBrain. This includes other signals that affect your search engine ranking. These are:

Clickthrough rate – the percentage of people who click to visit your site after an entry comes up in search results

Bounce rate– the number of people who bounce away again, which basically means your site didn't give them what they wanted

Dwell time – how long they stay on your site after they've arrived

5. Links

Every web is built on links, so naturally links are a crucial SEO ranking signal. There are three kinds of links to think about:

Inbound links

Outbound links

Internal links

Google uses inbound links as one way to help determine how authoritative and relevant your content is.