

Tops Ranking Signals for Your Website This Year



There has been lots of discussions about website optimization and taking care about [ranking signals](#) while optimizing. Every year, we hear about the changes made in the ranking signals. Major reason for Google and all other search engines to bring change in ranking signals is that search engines want to entertain users in the best possible way. While it was not possible in all of the previous years because bringing sudden complication in the search algorithms is not something which is going to be accepted by the search engines optimizers and marketers as well as the users. Thus, the main objective here by all of the search engines is that they tend to educate users in their own ways. This way of education basically sets guidelines for the search marketers to bring changes in their marketing strategies. As a matter of fact, the marketers learn those guidelines by themselves. Those guidelines can be regarded as ranking signals.

There are some ranking signals which you need to consider if you want to bring valuable traffic to your website.

High quality content

Importance of a few things never gets faded. One of those things, from the perspective of SEO, is quality of content. You would never hear anyone saying that they don't want quality content on their website. However, you have to keep it in mind that improving quality of content doesn't mean that you should eliminate the content's attribute of being searchable. There is still great value of keywords which need to be added sensibly in the content.

Your site needs to be mobile friendly

Over the last few years, there has been huge migration of search engine users from desktop to mobile. Smartphones have made it easy to use internet anywhere. This is the reason that there is a majority of searches which are made using mobile devices. Although there are still a huge domain of people that use desktop for internet searches, the shift suggests that it has now become crucial for the search engines to entertain mobile users on priority.

It means that you have to make sure that your website is mobile friendly if you want to [get internet traffic](#) on it. There are a lot of factors which need to be taken into the account in order to make a website mobile friendly such as site speed, responsive design and right data to be provided on location basis.

Securing the website

Security plays an important role in today's world. Therefore, it has to be taken into the account whether a website is secure. In 2017, Google announced that updated Google Chrome would show security warning which wouldn't have HTTPS address.

User experience

One thing that has risen above everything else in [SEO industry](#) is the user experience, UX. As mentioned above, Google has been declaring itself as an entirely user-centric service. Therefore, it would be a mistake not to consider Google's advice.