



SEO IN 2019

11 THINGS YOU NEED TO KNOW

Everything you need to know about the latest trends for success in organic search (SEO) – inside knowledge from our rankings-obsessed, award-winning experts.



SEARCH CAMPAIGN STRUCTURE

It's all about EAT (expertise, authority and trustworthiness)

Google has a huge team of human contractors checking webpages against queries to ensure good content ranks well and low quality, spammy content doesn't. It provides these raters with a detailed set of instructions called [Google's Quality Rater Guidelines](#).

The quality raters are shown different tests of search results and are asked to evaluate which results are better.

Based on the raters' feedback, the Google engineers make tweaks to its algorithm.



Google's raters don't just look at the quality of a website's content, but also the quality and authority of the people who write it

Users should be able to instantly tell the content is from a reputable source. While you don't need an author bio for every page (for example, product pages), but your 'About' page should talk about the EAT of your authors - Google specifically asks the raters to find out info about your business on this page. Links and mentions demonstrate EAT, and so does your on-page content. All authors should have bios extolling EAT, and which include mission statements, awards, accolades and qualifications.

ALL online stores and news sites are classified as YMYL

Google classes YMYL ('your money or your life') sites as those that could affect a user's health, happiness or financial stability, and holds them to a higher standard of quality. It is therefore even more important to ensure content on these pages is updated regularly – and Google even wants to see a 'last updated' date.

OFF-PAGE CONTENT

You need to demonstrate EAT beyond your own webpages

- Every business needs reputation information online.
- Aim to reflect EAT in links and mentions – including on social media.
- Ditch the clickbait. This can be seen as a sign of low quality.
- Have bad reviews? Respond to them - and fix the problems!
- Remember that raters are instructed to look for your name, alias, Wikipedia mentions, reviews, etc.

LINKING

Not all paid links are considered 'unnatural'

Links which have a barrier to entry can add credibility. For example, you have to pay to become a member of a chamber of commerce, but they will still vet the sites they link to for quality, so payment does not automatically guarantee a link.

A high authority backlink profile stands you in good stead not only for quality referral traffic, but also as a ranking factor in the eyes of Google. But don't fake it: if you attempt to manipulate search results through unnatural link placements, purchasing links for the sake of it, or acquiring them through link networks, you could be penalised.

Learn about the [science behind link building](#), and how to steal your competitors' strategies.

Authoritative sites are more likely to obtain links from "trusted seed sites"

Authoritative sites are more likely to obtain links from trusted seed sites, such as universities and government organisations, and national and international press sites with high readerships. Examples of a trusted seed site are the New York Times or BBC. The closer you are to a trusted seed site in the link graph, the more Google will trust the link. In other words, you should be aiming for:

bbc.co.uk > your site

or

bbc.co.uk > another site > your site

rather than

bbc.co.uk > another site > another site > another site > another site > another site > another site > another site > your site

Struggling to rank? You may need to figure out if you are in the circle of trust

Do competitors have backlinks from authoritative sites? The Ahrefs and Moz link intersect tools help to see this and take action to improve your own link profile.



TRANSPARENCY AND RELEVANCE

Your content must match searcher intent

Google now has the ability to identify the context and [intent behind each search](#), and return specific, personalised results. Check your queries in Google Search Console. If they don't match the content you actually have on your site, this can cause quality issues. Add content to the page that answers those questions.

Think your content may need improvement? Here's how to carry out an [SEO content gap analysis](#).

Don't spring surprises on your visitors

Google's cracking down on sites that mislead.

[September 2018's update](#) saw drops in sites that had a "hidden" purpose, for example, they presented as an information site but secretly existed to generate leads without making this clear.

VOICE SEARCH

The average human types at 40 words per minute, but talks at 130 words per minute

No wonder voice search is on the rise. And this means you need to grips with [structured data markup and schema extensions](#) to help to propel your visibility above that of competitors by getting your webpage into 'position 0' in traditional search results (as long as the content you want to feature is also clear, brief and relevant). This is also likely to be where Google looks for the best answer to give in voice results - [there is a definite correlation between voice search and position zero](#). Speakable markup is already available in the US and will roll out globally over the next few months.

IMAGE SEARCH

Visual search is the ugly duckling of search marketing

That's how SEO Strategist [Gianluca Fiorelli](#) described it at Brighton SEO in September 2018. It's apt because, while for many it's a secondary consideration after text and voice search, [27%](#) of all searches across ten major properties are for images.

With Google beginning to roll out the ability to search Google Image results on mobile, it's time to get savvy about optimising your images. Here's [our guide](#).



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ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE ORGANIC SEARCH (SEO) ANALYSIS AND REVIEW

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